



Position: Lustra Brand Manager

Reports To: VP of Business Development

Department/Division: CSI – Lustra

Purpose: As a member of CSI's brand and marketing team this individual will support the organization by further developing brand recognition and loyalty of our Lustra brand. This individual will understand the market as well as the value our product offerings and drive results measured by increased sales.

Success Matrix:

Pursuit of Excellence: Through a grassroots effort and direct communication in the field determine market place needs and develop a successful marketing campaign for our Lustra products, supporting the overall sales of these products.

Customer Satisfaction: Through interdependent team work develop quantitative evidence that we are meeting or exceeding customer expectations.

Focus: Drive results through creative and impactful campaigns focused on efficient delivery of our message consistent with our mission, vision, and values

Passion: Desire to continue and grow our story as an industry leader through immersion into the car wash industry and understanding of market needs and market influencers

Key Responsibilities:

- Manage the Lustra brand, ensuring integrity and reputation are maintained while increasing market share and developing Lustra into the most sought-after brand in the car wash industry
- Lead the Lustra marketing efforts in the creative conception, design and utilization of promotional and marketing assets including: web sites, social media, apps, brochures, videos, manuals, sell sheets as well as any new communication or special projects to be used for:
 1. CSI / Lustra overall image
 2. Marketing to Distributors and Car Wash owners
 3. Marketing for Car wash operators (to wash users)
- Manage communications ensuring exposure of the Lustra brand is enhanced and maximized through press releases, social media, and other public media exposure opportunities
- Understand trade magazines and create strategies for participating in articles, writing articles and advertising in a manner to take advantage of the articles
- Take the lead role in delivering consistent communications to distributors and customers that clarify and reinforce all that the Lustra brand has to offer
- Lead in providing innovative point of sale and merchandising materials and designs using the Lustra brand logos
- Create impactful themes and ideas for all trade shows to promote our competitive advantages and grow our customer and distributor network
- Monitor competitors to continuously maintain and improve Lustra's marketing innovation, quality products, and reasonable pricing in the industry

- Manage the addition of new products as well as the paring of slow moving or out dated product offerings
- Develop meaningful customer surveys at all levels (Distributor, Operator, User) that accurately measures customer satisfaction

Tasks:

- Manage all promotional activity for the Lustra brand
- Manage all activities related to marketing campaigns and strategies associated with the Lustra brand
- Work with the primary trade magazines to increase the visibility for Lustra brand products
- Work with OEMs and sign providers to the car wash industry to have our merchandising designs in their catalogs, on their web sites and in their trade show booths
- Measure and analyze effectiveness of media campaigns and other forms of marketing using quantifiable data
- On an annual basis develop the Lustra marketing budget and manage the execution and fulfillment of its requirements
- Manage the new product testing and introduction process
- Manage customer surveys and utilize results to improve the brand

Education: Bachelor’s Degree in Business/Marketing or equivalent, practical experience.

Experience and Skills:

- Minimum of 5 years marketing/brand management experience in a business-to-business environment with excellent communication, management, interpersonal and organizational skills.
- Successful project management experience and ability to manage multiple projects at various times

Supervisory Responsibility

This position manages all activities, persons, and job duties necessary to deliver effective promotion of the Lustra brand.

Work Environment

This role operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines. Travel is primarily locally during the business day, although some out of the area travel and overnight will be expected.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this role. While performing the duties of this role, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to handle or feel; reach with hands and arms. This is a largely sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets and bending.