

Campbell Soup Company

Job Description

(Please review 'Instructions for Writing Job Descriptions' for assistance)

Job Title: Assoc. Design Manager
Department: Marketing Services
Reports To (Title): Sr. Manager - Packaging
Direct Reports (Titles): none
Attach organization chart, if available.

Functional Area: Marketing
Business Unit: Pepperidge Farm
Location: Norwalk, Corporate
FLSA: Exempt Nonexempt

General Summary

The Assoc. Design Manager is responsible for managing the package design process to ensure that the final deliverable meets strategic objectives. He or she supports all aspects of the brand identity/package development process specifically encompassing line extensions, adaptive design, Channel Marketing initiatives and mandatory Regulatory updates/changes. The Assoc. Design Manager will support the Senior Design Manager and be a direct liaison to our Brand Marketing department and various design firms, working to develop action plans, both graphic and budgetary, to acquire the best creative solution.

Principal Accountabilities (list in order of importance and indicate percentage of time spent on each)

1. Manage client projects, working directly with creative and production resources.
2. Develop and manage project budgets and schedules for assigned projects.
3. Provide support to Senior Design Manager to strategically manage development of the Pepperidge Farm packaging portfolio.
4. Liaise with internal and external production resources to manage mechanical development, color-proofing, retouching and press checks for every project assigned.
5. Coordinate product photo shoots, working with Senior Design Manager to oversee creative output.
6. Negotiate costs to work within budget constraints of program with agencies and tailor deliverables to meet Marketing objectives.
7. Assist in all aspects of creative design process with a focus on line extensions, adaptive design, Channel Marketing, mandatory updates/changes.
8. Actively participate in all cross-functional team meetings to effectively represent the package design function.
9. Participate in weekly departmental staff meeting and support department initiatives as needed/required.
10. Coordinate packaging samples/comp materials and imagery needs for Marketing and Sales teams for assigned projects.
11. Champion adherence to Pepperidge Farm Package Design Process.

Job Complexity (provide several examples of typical work related problems that this position is expected to resolve)

- Sustain a high level of competence within an ever-changing creative, technical and business landscape. Effectively apply knowledge when directing agencies to implement design being mindful of the production and print process. These solutions must be consistent with Brand Identity standards, and accurately and consistently fulfill the requirements for which they are intended. This knowledge must also be applied when troubleshooting and resolving design, production and print issues.
- The Assoc. Design Manager is called upon to facilitate meetings with other departments to clarify and define business objectives. Often times design briefs and initial requirements presented are ambiguous, timelines are compressed and potentially undeliverable. The Assoc. Manager must not only refine and clarify requirements, but also ensure strategic alignment among all internal and external parties. To be effective in this capacity, the Manager must possess excellent creative, business, technical, interpersonal, and production skills, and at times, conflict-resolution skills.

Job Specifications (Knowledge, skills and abilities normally required for competent performance in the job)

- 5+ years experience in a package design management environment, preferably within the Food industry, covering all phases of brand and packaging design and implementation.
- Strong project management, customer service and leadership skills.
- Ability to multi-task and manage a multitude of projects simultaneously, and to ensure that critical deadlines are met while ensuring high quality and cost-effective delivery of services.

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- Exceptional communication and organizational skills with strong attention to detail.
- Strong background and understanding of Macintosh/Design systems, photography, production, proofing, color separations and print.
- Ability to work independently as well as within a cross-functional team to define problems and develop solutions.
- Strong understanding of retail markets and current trends, and familiarity with Consumer & Trade insights
- Commitment to quality focus and expertise to recognize and demand an uncompromising level of performance.
- Bachelor's Degree in related field preferred.

Working Conditions

Disclaimer

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.

Review/Approvals

_____ Name <i>Supervisory Approval</i>	_____ Signature	_____ Title	_____ Date
_____ Name <i>Human Resources Concurrence</i>	_____ Signature	_____ Title	_____ Date
_____ Name <i>Corporate Compensation Approval</i>	_____ Signature	_____ Title	_____ Date
		_____ <i>Approved Grade Level</i>	_____ <i>Date</i>