



Paid Marketing Internship – Fall & Spring 2008/2009
Full-Time Opportunity Upon Graduation – Associate Product Manager

Job Description:

Garner Greetings is an exciting start up greeting card company that is growing very fast in terms of product and new business. Our personnel are our most valuable resource and we are looking to add to our product management team, an integral department within Gartner Greetings. As our marketing intern, it is your opportunity to bring a new and fresh approach to the product management process. You will work directly with our Product Manager who oversees four of our strategic brands while working directly with our creative and art production departments to develop market superior products. Along with the creative collaboration, our product manager also works closely with our account manager, the forecasting and planning director, and the merchandiser that resides in our Hong Kong office. Product Management touches every aspect of the company and manages the product from conception to production. Once the product hits the stores, product management is responsible for keeping the lines fresh and the consumers happy. This is your opportunity to develop, produce and market superior products using a fresh new approach.

Responsibilities will include but not limited to:

- Trend and competitive shopping – survey mass, food, drug, and specialty stores for new and innovative techniques and trends. Manage and organize all trend and competitive product in the trend room.
- Product specification maintenance – assign UPC codes and product codes; manage FOB cost, suggested retail pricing, and case packs with the Product Manager.
- Pre-production assistance – work closely with the product manager, art production and the merchandiser to organize and release art files to the factory for production.
- Sample management – receive and file new samples. Review new samples with Product Manager and flag items with production and/or design issues.
- Trade show coordination – work with sales team to send appropriate sales tools, samples and display items to trade show locations.
- Customer meeting preparation – pull and package samples to ship to potential and/or existing customers. Preparation for strategic sales meetings includes samples, brochures, merchandising components, etc.

Desired skills and qualities:

- Ability to work on a multi-functional team and manage many projects simultaneously.
- Superior excel knowledge is a must.
- Professional verbal and written skills.

Please email resume and cover letter to: etwohig@gartnergreetings.com