

Job Title:	Portfolio Manager
Location:	St. Joseph, Missouri
Department:	Commercial - Marketing
Reports To:	Senior Director of Marketing
Date Posted:	May 23, 2025

Company Overview

Clipper Distributing Company LLC is a prominent leader in the animal health industry. Our mission is to improve animal health and welfare by bolstering the brands and services for a diverse range of manufacturing suppliers, while at the same time, providing high-quality products to our distribution partners, veterinarians and agricultural businesses. We pride ourselves on our commitment to our logistical services, customer satisfaction, and industry-leading solutions that position us as a trusted partner in the animal health sector. Our company is dedicated to advancing the well-being of animals through a customer-centric approach and efficiency within the supply chain.

Position Overview

Clipper is seeking a results-driven individual to join our team, focusing on expanding the market presence of our partners within the veterinary industry. As the Marketing Portfolio Manager, this role will be responsible for managing the marketing relationship with select vendor partners and collaborating with internal sales and operations teams to support overall business objectives. This role requires a strategic thinker with a strong understanding of product marketing, brand management, and relationship development. The ideal candidate will have a track record of successful marketing campaigns, excellent communication skills, and a passion for building strong partnerships. This position will also manage one direct report graphic/layout design specialist to support marketing initiatives.

Key Responsibilities

Marketing Strategy Development	<ul style="list-style-type: none"> Develop and execute comprehensive marketing plans for select product lines, aligned with overall business objectives. Monitor market trends, competitive landscape, and customer insights to identify opportunities and threats. Collaborate with the sales and marketing teams to align vendor programs with overall marketing strategies and goals.
Campaign & Brand Management	<ul style="list-style-type: none"> Plan, execute, and monitor marketing campaigns across various channels, including digital marketing, social media, website, and traditional advertising. Ensure consistent branding and messaging across all marketing materials and channels. Work with select vendors to develop and refine product positioning, promotional content, and collateral as needed.
Relationship Management	<ul style="list-style-type: none"> Build and maintain strong relationships with select vendor partners, serving as the main point of contact for all marketing-related discussions and initiatives. Collaborate with select vendors to understand their goals, product offerings and unique value propositions. Conduct regular check-ins and performance reviews to assess the effectiveness of marketing strategies.
Reporting and Analysis	<ul style="list-style-type: none"> Analyze campaign performance metrics and adjust strategies as needed to optimize results. Utilize data-driven insights to inform decision-making and strategic planning. Develop and manage the marketing budget, track expenses, and report on budget performance to ensure alignment with financial goals.

Qualifications and Requirements

- Bachelor's degree in Marketing, Business Administration, or a related field.
- 5+ years of experience in marketing, preferably in a B2B environment.
- Proven experience managing relationships with manufacturers or vendors.
- Excellent project management skills, with the ability to manage multiple projects simultaneously.
- Exceptional communication and interpersonal skills, with the ability to build rapport and influence stakeholders.
- Strong critical thinking skills, with a strategic mindset and passion for innovation and continuous improvement.
- Knowledge of the animal health industry and marketing trends is preferred.

Application Instructions: Interested candidates are invited to submit their resume and cover letter outlining their qualifications and experience to careers@clipperdist.net by June 30, 2025.

Clipper Distributing Company LLC is an equal opportunity employer and encourages applications from candidates of all backgrounds. We thank all applicants for their interest in this opportunity; however, only those selected for an interview will be contacted.