



BRAND MANAGEMENT

Quaker's success as a marketer demands an energetic commitment to explore innovative new products while building market share for existing brands. Vision, strategic thinking and executional excellence are the key to our status as a consumer products industry front runner.

Quaker's Brand Management System

If you're eager for responsibility and hands-on experience, Quaker is the right choice. As part of the brand management team, you'll work closely with others in your unit to develop business plans and manage brand strategies. You will be a key contributor toward ensuring that corporate operating objectives and strategies are achieved through the success of your team's assigned brand. Action-oriented graduates and MBAs will get hands-on experience as they:

- ✓ Develop promotions, packaging and advertising
- ✓ Conduct consumer research
- ✓ Develop new products and product extensions
- ✓ Forecast volumes and manage budgets
- ✓ Track and analyze business performance
- ✓ Determine pricing and trade strategies
- ✓ Study production options and trade-offs

At Quaker, team players learn by doing, working side by side with proven professionals in many functional areas who are ready to share their expertise and eager to support your success.

Marketing Associate

Mature, motivated undergraduates with a record of scholarship, leadership, and accomplishment may qualify for this challenging position. This assignment blends actual on-the-job brand management experience with exposure to Sales, Operations and Marketing Research.

In either position (Marketing Assistant or Marketing Associate) you will be expected to add value as you move through the Quaker organization — contributing ideas, fine tuning your ability to communicate effectively, and acting as an agent for change. If you're an innovator not mentally tied to traditional approaches, your fresh vision can be valuable to Quaker.

Marketing Assistant

MBA program graduates with the ability to think strategically and work effectively as part of a team may be eligible for this position which can lead to broader levels of responsibility in Quaker's marketing organization. Exposure to all areas within the organization that impact the marketing function will strengthen your skills and reinforce your ability to help us meet our growth objectives.

Assistant Brand Manager

Proven performance as a Marketing Assistant will prepare creative problem solvers for the broader responsibilities of an Assistant Brand Manager. Leadership and initiative will be key as you intensify your efforts and champion your brand. More in-depth experience and exposure to Quaker's winning marketing system can open the door to full Brand Management responsibility.

Marketing Manager

This is what you've been working toward — a brand of your own to manage. A brand's success for which you are ultimately responsible. A key role in establishing financial and sales objectives and developing and implementing innovative marketing strategies.

Team players confident with the ability to take initiative and to champion new ideas and generate change will thrive on the challenges. You'll weigh project priorities based on profit potential and make decisions based on a vast array of consumer and financial information. You'll become an effective business and marketing expert with a direct link to senior management.