



Attraction Based Posting Example

***From the “Art of Attraction Based Recruiting”
NLE TV Episode by Greg Doersching***

Director of Retail Marketing – Grande Cheese Corporation

Company Information:

- Founded in 1927, Grande has become one of the country's most respected Italian cheese companies.
- Grande's headquarters is in Lomira, WI which is also home to their state of the art technical center.
- Manufacturing Plants located in:
 - Brownsville, WI – Milk, Whey Cream, Whey, Concentrated Whey, Reduced Lactose Whey
 - Juda, WI – Milk, Whey Cream, Whey
 - Rubicon, WI – American, Mozzarella, Provolone, Parmesan, Romano, Milk, Cream, Whey
 - Wyocena, WI – Milk, Whey
 - Friendship, WI – Custom Ingredients
- Annual Sales is over \$150 million dollars.
- Employ over 600 people

Benefits and Features

- Company offers 100% company paid benefits.
- On-site daycare available.

Your Role with the Company:

The Director of Retail Marketing is responsible for establishing and implementing the organization's strategic entry and profitable growth in the consumer marketplace. The position's accountabilities include profit and loss attainment in addition to the development and implementation of all Marketing Mix Strategies and tactics necessary to maximize the brand's value in targeted segments of the Retail marketplace. This leadership position must be both the internal and external champion of Retail opportunities for the organization. Primary duties and responsibilities include:

Community Information:

- Lomira, WI is a small town just south of Fond du Lac and Northwest of Milwaukee. It is an ideal location for people who want big city life, as it is in the northwest suburbs of Milwaukee but just a 20 minute commute to Lomira. If you prefer a slightly smaller community, Fond du Lac with a population 42,000 is only 15 minutes north of Lomira.



Background Profile:

- BA/BS degree from an accredited 4 year college...MBA preferred.
- Minimum 7 years of Retail Marketing experience with P&L responsibilities....preferably in the Consumer Packaged Goods industry
- Minimum of 3 years of Direct Supervisory experience in managing and developing managers
- Experience with 1-2 Retail product launches (not simply line extension, but launches that reached the market)
- Prior Sales, Customer Business Team, Trade Development, and Culinary experience a plus.