

Color Influencer

Description

There are many paint brands in North America, but only one is the best choice. Dunn-Edwards Paints prides itself on superior-performing products; first-class service from hard-working, knowledgeable employees; and our continued commitment to caring for our shared environment through our [Greener by Design](#)® philosophy.

Landmarks across the Southwest are beautified and protected by one brand: Dunn-Edwards. Why? Because it's the best paint around. With more than 140 stores, Dunn-Edwards is the region's foremost manufacturer and supplier of exceptional-performing architectural and industrial coatings. We provide a complete line of paints, painting supplies and equipment for professional and quality-conscious clients.

Headquartered in Los Angeles for more than 90 years, Dunn-Edwards grew from a small, family business yet — despite our decades-long growth — we have maintained much of that close-knit feeling. Simply put, we make the highest-quality products, provide industry-leading services, and have the best employees in the industry.

- True team atmosphere: You get to work with multiple departments that have a common goal — being the #1 choice for all who paint. Respect, friendliness, professionalism and fun are the hallmarks of our company culture.
- Control your own destiny: We love seeing our people develop and advance in their careers. If you take great pride in your work, challenge yourself to continuously grow and want the opportunity to advance based on your performance and leadership, this might be just the place for you.
- World-class benefits: Medical, dental, vision, 401(k) with company match, tuition assistance program and more.
- Dunn-Edwards is a steward of our environment: Our mission has always been to provide the best-performing paint, in an environmentally friendly manner to protect the health and well-being of our customers, as well as the planet. We were a disciplined leader in the concept of green product manufacturing long before it became popular.

From our ingredients, to labeling, to our LEED Gold-certified paint manufacturing facility, we strive to build and expand our green legacy, providing you a wide range of eco-efficient products.

Looking for a great place to join and work alongside great people? If so, come for the challenge and stay for the growth at Dunn-Edwards!

GENERAL PURPOSE OF JOB: This position is based in the greater Phoenix market and is an on-site position that is available any day Monday-Sunday. The Color Influencer reports directly to the Creative Brand Supervisor (CBS) as part of the Consumer Strategy & Innovation team. We exist to create personal color and paint experiences that feel good by instilling and amplifying confidence in people who DIY. By offering expert color, product, project, and application advice assisting through the early project stage through to point of sale and processing. The Color Influencer is also responsible for providing support with marketing platforms, campaigns, and initiatives. This highly visible position is part of key growth initiatives so a high level of professionalism is required, and candidates must maintain a high level of discretion since the position interfaces with highly confidential projects.

ESSENTIAL DUTIES AND RESPONSIBILITIES: The Color Influencer is primarily responsible for Color Consultations and will have up to 20% of time allocated to color content marketing creation.

- **Color Consultant / Customer Service Representative**

- The CI will simplify the color process to help DIYers bring their vision to life. The CI will listen to the customers' needs and wants to narrow in on their selections without pushing your own preferences and opinions on them.
 - *Color – Demonstrates expertise of all things color by providing color consultations, advising on color selection, color coordination*
 - *Product – Demonstrates expert advice on all our paint & sundries sold to best advise consumer on their project*
 - *Project – Demonstrates expert knowledge on all household paint related project types.*
 - *Application – Demonstrates expert knowledge on the Painting PPAC Process – Preparation, Protection, Application & Clean-up*
- Responsible for using but not limited to the following:
 - Customer Support Tool (call center, video chat, on-demand chat), CRM system, Social Media Platforms, Influencer Platforms, Shipping Platforms and Website Tools
- Ensure all customers have detailed, accurate customer and project records
- Builds strong, positive, long-term relationships, and loyalty with customers
- Alongside the CBS will assist in managing the customers' needs with service, product, and sales
- Achieve business goals in customer service, satisfaction, and loyalty. Alongside the CBS will resolve customer inquiries and complaints; Solicits feedback to better understand customer needs
- Promotes a positive shopping experience, ensures efficiency, timeliness, and high-quality consultation services
- Possesses strong knowledge of sales techniques and customer service tactics

- **Color Content Marketing**
 - Using software like PhotoShop and Canva, assists in the development of effective marketing content that is creative, efficiently executed and on brand by following provided guidelines
 - Must be comfortable with being on live video chats with customers, live streaming on social media, recorded videos online and photo content, both digital and print

- **Additional Essential Duties:**
 - Pick, Pack & Ship of color samples and/or products to customers
 - Assist in managing inventory levels of materials at office location
 - Demonstrate excellent problem-solving skills and communication
 - Must be capable of performing specifically assigned job duties at, or below, current classification.
 - Ensures compliance with all safety rules, regulations, and procedures
 - Adheres to all company policies, procedures, and business ethics codes and ensures that they are communicated and implemented within the team
 - Demonstrates the ability to interact and cooperate with all company employees

SUPERVISORY RESPONSIBILITIES: There are no employees who report directly to this job.

EDUCATION and/or EXPERIENCE: Degree/Equivalent Certificate; or one to two years related experience and/or training

- High school diploma or general education degree (GED) required.
- Interior Design degree and/or equivalent certificate and/or previous professional experience is required.
- Marketing experience preferred.

LANGUAGE SKILLS:

- Ability to read, write, and communicate in English is required
- Bilingual / Ability to read, write, and communicate in Spanish is strongly preferred
- Must have excellent verbal and written communication skills

- Must have ability to read and interpret professional publications
- Must have ability to produce reports and business correspondence
- Must have ability to effectively present information and respond to questions

from individuals and group

MATHEMATICAL SKILLS: Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

REASONING ABILITY: Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists; ability to interpret a variety of instructions furnished in written, oral, diagrammatic, or schedule form; ability to define problems, collect data, establish facts, and draw valid conclusions.

CERTIFICATIONS, LICENSES, REGISTRATIONS: Valid driver's license is required.

AVAILABLE BENEFITS: Health insurance, dental insurance, vision insurance, vacation, and holiday pay, paid sick time, 401K program (benefits vary for part-time employees).

Dunn-Edwards is an Equal Opportunity Employer, M/F/D/V.

Full Time

Equal Opportunity Employer/Protected Veterans/Individuals with Disabilities

The contractor will not discharge or in any other manner discriminate against employees or applicants because they have inquired about, discussed, or disclosed their own pay or the pay of another employee or applicant. However, employees who have access to the compensation information of other employees or applicants as a part of their essential job functions cannot disclose the pay of other employees or applicants to individuals who do not otherwise have access to compensation information, unless the disclosure is (a) in response to a formal complaint or charge, (b) in furtherance of an investigation, proceeding,

hearing, or action, including an investigation conducted by the employer, or (c) consistent with the contractor's legal duty to furnish information. 41 CFR 60-1.35(c)