JOB TITLE: Marketing Director
REPORT TO: Deputy Director
LOCATION: North Kingstown, Rhode Island
HOURS: Full-time

JOB SUMMARY:
The Marketing Director will be responsible for leading all marketing activities around MeWe, Edesia’s newly launched line of commercial products. After a decade in the humanitarian field where we have successfully reached 8 million children across 50+ countries, Edesia is now expanding its mission by designing nutrition for the many ages and stages of life right here at home in the USA. The soon to be launched MeWe line of "purposeful" nut butters is a product range that can do everything from preventing peanut allergies in babies, to enticing toddlers to grow to their full potential, to addressing the needs of those recovering from an acute illness. And this is just the start. 100% of profits from sales will go to Edesia to help end malnutrition globally. The role is responsible for conceiving, implementing, and analyzing the effectiveness of various marketing efforts in pursuit of establishing Edesia’s line of commercial products. Edesia seeks someone who is both a good manager and creative thinker—someone who can capture the attention of our target consumers.

RESPONSIBILITIES AND DUTIES:
• In conjunction with Edesia’s commercial products team, which includes a design/branding agency and expert consultants, lead and develop Edesia’s overarching marketing strategy for MeWe and product extensions
• Responsible for driving brand revenue and profitability against financial goals
• Assist in developing marketing budget and manage budget across all product lines
• Develop and manage marketing campaigns and projects designed to build awareness and drive sales
• Plan, implement, and manage digital marketing strategy through, for example, Google Search & Display, Facebook, and Instagram
• Manage Amazon sales platform and work with broker to optimize Amazon search campaigns
• Analyze success of various marketing campaigns, including analytics related to the customer acquisition cost and lifetime customer value. Determine which brand positions, market channels, and promotions/discounts work best to convert sales opportunities
• Represent Edesia at buyer-focused trade shows and consumer-facing promotional events. Develop, manage, and organize all materials for shows and events
• Help develop a cost-effective sampling program to increase consumer trial of products
• Work closely with the Director of Retail Sales to develop in-store promotions
• Work closely with the Creative Services Manager and/or Marketing Coordinator to implement and maintain a communications calendar for consumer education and outreach
• Work closely with the Creative Services Manager to develop and nurture a community of influencers relevant for the particular segment
• Work closely with Edesia’s founder to identify and manage an external PR firm. Build awareness of Edesia brand and products through earned media placement

1/14/19
• Participate actively in the innovation team’s new product development and launch, positioning the company to launch in new product categories.

QUALIFICATIONS:
• Bachelor’s degree in Marketing, Business Administration, or Communications. MBA preferred.
• 8+ years of relevant work experience.
• Experience growing a brand from the ground up.
• Familiarity with online content marketing and social media development strategies.
• Strong project management abilities; capable of prioritizing and handling multiple projects simultaneously under time constraints and within budget parameters.
• The ideal candidate has a proven ability to work and thrive in a fast-paced and ever-changing work environment.
• Exceptional verbal and written communications skills.

WORKING CONDITIONS:
• Domestic travel may be required an estimated 10-20% of time. Relocation package assistance.

The requirements described are representative of those that must be met to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

TO APPLY: Interested candidates should send a cover letter and resume to:
https://www.edesianutrition.org/