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Marketing Manager

Moorpark, CA (Southern California)



Apply in 2 easy steps

About the Job

SUMMARY:

At Ultimate Superfoods, we believe that good health is essential to happiness. We source foods that promote the highest levels of physical wellbeing from the most mineral rich, nutrient dense micro-environments on earth. Our Ojio and Ojio Sport brands are the leading plant-based ingredients and sports nutrition brands and have been adopted by athletes, celebrities, vegans and active families seeking alike.

The Ojio Marketing Manager leads the planning, strategy and execution of all product and channel marketing initiatives for the Ojio brand – from product launches to advertising, PR, digital marketing and events. The Marketing Manager is a key position within the organization. S/he will work closely with the management team, and all departments across the organization. The Marketing Manager has oversight on multi-functional project teams; leads product launch initiatives; oversees marketing and branding standards; drives the evolution of marketing strategy based on key metrics; and, ensures these activities are aligned with approved strategies and business objectives.

ESSENTIAL DUTIES & RESPONSIBILITIES:

Marketing / Brand Management

- Develops and manages annual brand marketing plan and production calendar.
- Initiates all projects with a strategic/creative brief, and project manages through delivery.
- Plans and manages to budget for communications, marketing, website and key events.
- Identifies, negotiates and manages third-party agencies and partners for long-term relationships.
- Ensures consistency in all marketing and communications collateral; oversees and evolves brand standards for use across multiple media; secures and maintains trademarks and copyrights.
- Develop and manage marketing budget, working with Sales to re-forecast as necessary based on results throughout the year



No Logo Available

Kretek International

Job Title: Marketing Manager

Type: Full Time

Category: Marketing - General Roles

Location: Moorpark, CA
(Southern California)

Marketing Campaigns and Projects

- Lead strategy, industry analysis, consumer insights and competitive intelligence for new products, market segments and sales channels to inform product development and sales strategy; perform and/or collect market research as appropriate.
- Responsible for the quality, improvement and delivery of all customer and retail/distributor communications, including printed collateral, website, customer communications, event collateral, email templates, and digital and print advertising, etc.
- Develop and produce all collateral, advertising and marketing materials for Ojio sales support, events, branding initiatives and consumer promotions.
- Develop project plans and deadlines for all marketing and collateral needed at trade shows; coordinate with internal staff to set deadlines, identify needs and meet deadlines; manage third-party partners to deliver marketing collateral on time and within budget.
- Oversee Ojio pro team, including development and nurturing of new athletes; event coordination; promotions; event participation, etc.
- Manage marketing files, photo archive and other corporate assets in organized and accessible manner; implement digital asset system for archival and access; maintain hard copy samples of marketing campaigns and collateral for reference.

Website & Social Media Marketing

- Collaborate with E-Commerce Manager to oversee updates to Ojio website
- Collaborate with E-Commerce Manager to oversee updates to Ojio website and content to create a consistent and compelling brand experience, ensuring accuracy, effectiveness, performance and traffic with emphasis on search engine optimization.
- Recommend and drive ongoing improvements to the Ojio website to enhance the customer experience, integrate mobile and social, and leverage technology shifts.
- Oversee ongoing web promotions, email campaigns and social marketing to drive sales; Measure and evaluate effectiveness of marketing campaigns and projects, leveraging A/B testing, open rates, etc., as appropriate.
- Develop and implement social media marketing campaigns across all key platforms to drive fan development and web sales; identify and manage internal and external resources as necessary to augment content creation, posting, etc.

MINIMUM QUALIFICATIONS:

- Must have a minimum of 3-5 years of brand marketing experience in CPG (consumer packaged goods) or similar.
- Bachelor's degree required in Marketing, Business or equivalent.
- Experience building and expanding a brand or category and solid understanding all of the following areas: direct marketing, web marketing, branding, advertising, promotions, and PR
- Strong organizational skills along with excellent oral, written and presentation skills a must
- Strong computer skills including Microsoft Office
- Strong financial, analytical and problem solving skills

OTHER REQUIREMENTS:

Some travel required. Overnight stays 10 -15%

General office environment, ability to sit for long periods of time. Ability to move about the office.

SALARY:

Please include salary history

>> Apply now!

Job ID: 15292407