Campaign Marketing

We're looking for a Campaign Marketing Manager to help grow The Fresh 20 audience. The person will work closely with teams throughout the company to build creative marketing campaigns and partnerships. This role requires a natural passion to connect with the broader cultural and social media world, live in it day-to-day and develop our audience in these interest areas.

If you're the kind of person who obsesses over details, thrives in a dynamic, fast-paced collaborative startup environment, wants an opportunity to make a significant impact and jumps at the opportunity to take on new challenges, The Fresh 20 may be for you.

You will…

- Develop and execute a cohesive marketing strategy across a number of online and offline channels, owning the monthly budget and KPIs
- Manage social channels for audience engagement and work with team on effective tactics for communication within each social platform.
- Monitor the development of emerging media channels and tools to gain a competitive advantage in the digital space and amplify word of mouth, including social media, paid social and digital advertising, paid search, mobile development, online video.
- Create and manage blog strategy, content and communicate with writers and guests
- Manage advertising: Banner ad placement, planning and budgeting
- Demonstrate understanding of all digital marketing disciplines including: online advertising, website marketing, social media, search engine marketing, and mobile marketing
- Demonstrated ability to translate marketing objectives into innovative interactive recommendations that drive results via owned media channels (website, Google+, Facebook, Twitter, YouTube), paid media (online display and search ads, partnerships, search engine optimization), and earned media strategies.
- Both strategic and tactical understanding of paid search engine and natural search engine optimization and experience utilizing website analytic tools such as Google Analytics, or other website analytics tool.
- Proven ability to analyze data, identify trends and present key findings (quantitative and analytic skills) and then apply that data to run demand generation activities.

(cont…)

You have…

- A proven track record of demonstrated success creating and executing marketing strategies for a high-growth company
- Significant knowledge of and experience with online and offline marketing channels, preferably for an e-commerce company, food company or a retail brand
- Ideally, you have gained experience with Direct Response and / or Performance Marketing in your previous position(s)
- Knowledge of the "healthy eating" industry, and the ability to clearly demonstrate and communicate to consumers in a voice they will admire and relate to

You are…

- Proactive, ambitious, and assertive: you take full ownership of your work and have extremely high expectations for yourself and your team
- A person with outstanding personal character: you are a self-disciplined executive with strong integrity who consistently demonstrates respect for teammates, subordinates and customers
- Entrepreneurial in nature, with passion and a true "team first" orientation
- Quantitative and analytical in nature and love to dive deep into the numbers in order to use data to drive strategic decisions
- Highly creative and know how to encourage this type of creativity on your team
- An effective decision-maker, capable of making timely and pragmatic decisions, often with incomplete information. You should also have the ability to break down and analyze an issue to better understand it and build consensus around a solution
- Excited to both do and manage: a true player-coach
- Passionate about our business: you love online business and food

Required Qualifications:

- 3+ years of digital advertising/ online media campaigns, experience in print campaigns a plus
- interactive experience with social media emphasis including experience with social media monitoring tools such as Hootsuite, Facebook Insights, Google alerts and other tools
- Professional communication skills, both internally and externally with customers. Ability to articulate thoughts and concepts fluidly. Personality to quickly build rapport and build professional relationships.
- Project management abilities; matrix management of cross-functional virtual teams in a fast-paced environment
- Experience with collaborative software for writing, designing, editing and posting web content

- Technical orientation: love and comfort with all things tech, including consumer websites, website development, user interfaces, and mobile. Ability to quickly learn and grow new productivity software application tools
- Familiarity and comfort with basic web programming languages a plus (HTML, Javascript) or web design applications (Photoshop). Ability to do some lightweight coding is nice to have, but not required.

Starting date: Immediate
Location: Los Angeles

Apply Here:
https://thefresh20.wufoo.com/forms/content-manager-campaigns/