



JOB DESCRIPTION

JOB TITLE: Director of Marketing and Innovation
DEPARTMENT: Marketing
SUPERVISOR/MANAGER: President/CEO

Summary

The Director of Marketing & Innovation develops and implements marketing strategies to increase the distribution of company products and enhance the company's image. Operates as a strategic partner with the CEO and the Director of Business Development and the sales leaders.

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Essential Duties and Responsibilities

Responsible for and directs all activities in the Marketing & Innovation Department including:

- Public Relations
- Consumer Relationship Management
- Website, Social, Mobile
- E-commerce strategy
- Trade Shows and Client Food Shows
- Promotion Development
- Advertising (trade and consumer)
- Sales Materials Strategy & Development
- Packaging and Labeling
- Graphic Arts Management and Art Direction
- Strong new product and packaging development expertise

Participates in trade shows and other company events as needed.

Travels for company as needed (including out-of-town and overnight travel).

Develops and implements marketing strategies for new product introductions, client business plans and new client prospecting.

Works with President/CEO, Director of Business Development, Sales Manager, Director of Strategy & Planning and outside consultants (when appropriate) to develop Annual Marketing Plan (including budget).

Responsible for execution of Marketing Plan (including budget).

Active member of company management team, strategy team, NPD team and other cross-functional teams.

Carries out supervisory responsibilities for the Marketing team in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

All other duties as assigned and/or required.

Education and/or Experience:

Bachelor's degree (B.A./B.S.) from four-year college or university in Marketing, Business, Strategy, Public Relations or related field. MBA preferred.

Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities.

Brand/category experience with significant quantities of SKUs.

Strong creative, strategic, analytical, organizational and personal sales skills.

Demonstrated success running a business unit, managing a P & Land working cross functionally.

Experience overseeing the design and production of print materials and publications.

Experience with both B2B and B2C business.

Experience making high level sales presentations, alongside other team members.

Minimum of 8-10 years of supervisory/management experience with knowledge of Perishable/CPG/Produce/Retail industry preferred.

Knowledge of social media space, including a deep and analytical understanding of how social platforms such as Facebook, Twitter, Pinterest, etc. are used to deepen brand recognition and assist with brand growth.

Other Knowledge, Skills and Abilities

Excellent verbal and written communications and mathematics skills.

Valid California driver's license with proof of automobile insurance.

Strong working knowledge of computer programs (Windows/Word, Excel, Desktop PowerPoint, and Contract management).

Physical Demands

The physical demands described here are representatives of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit. The employee is occasionally required to stand; walk; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; talk or hear; and taste or smell.

The employee must occasionally lift and/ or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, and depth perception.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is occasionally exposed to extreme cold. The noise level in the work environment is usually moderate.

Employee Name (Please Print)

Employee Signature

Date

Original Date: 05/02/94
Revised Date: 07/27/01
Revised Date: 12/9/2013
Revised Date: 4/4/2017