



Digital Marketing Lead

Billerica, MA

About Walden:

Walden is New England and New York's leading brand of sustainable, locally raised meat, distributed directly to thousands of households as well as wholesale channels. We are a growing 4-year old mission-driven startup 'making local work' by reinvigorating local agricultural economies, in support of healthier animals, soils, and communities. We are taking on many 'crazy' challenges - owning cattle, last mile delivery, our own fulfillment, balancing whole animal sales - all of which are complicated optimization problems that we are passionate about solving. If you like complicated problems and ambitious missions, we'd love to meet you.

Job Description:

We are currently seeking a versatile and dynamic individual who is passionate about what we do to lead our marketing efforts across physical and digital platforms. This person will be tasked with optimizing our marketing spend to maximize return on investment, managing our creative resources, cultivating our on and offline member and prospective member communities and furthering the development of our brand. The ideal candidate is excited about getting their hands dirty in the weeds of execution and analysis but also able to contribute at a strategic level.

Qualifications:

- 2-5+ years directly managing Facebook, Adwords, and other digital platforms, with expert level knowledge
- Deep e-commerce experience, particularly useful if in a subscription context
- Proven ability to drive short and long term results, as measured by acquisition costs and lifetime values
- Demonstrated experience evaluating, planning and implementing technology-enabled solutions and processes to drive productivity & efficiency - with a bias towards simple DIY solutions rather than costly outside services

COMPENSATION

Commensurate with experience. If interested, please email a cover letter & resume.