



## Marketing Director

### 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!

### YOUR ROLE

Are you a creative marketing leader who is passionate about driving a movement in sustainably sourced, farm-raised, local food? Have you helped build a movement around a truly authentic and inspiring consumer-facing brand? We are looking for a marketing trailblazer to join our leadership team who can collaborate with us to design a channel strategy, iterate, and execute across every medium.

While we've been at this for four+ years, we are still very much a scrappy startup. We need a leader who is both strategic and creative, and is willing to get his/her hands dirty. We manage our marketing processes from end-to-end, using agencies sparingly. This role is based in our Billerica, MA headquarters.

### RESPONSIBILITIES

- Be the creative genius who builds our unique brand
  - Content development and end-to-end execution
- Develop a campaign to ignite our loyal customer base in the northeast
- Ensure website design is engaging and current
- Allocate marketing spend and build a strategic plan for acquisition and engagement and retention
  - Sharpen our marketing messages, ensuring consistency across all channels
  - Analyze and apply insights from qualitative and quantitative data related to physical and digital marketing performance
  - Design and execute on promotions and events
- Design and execute on a community and content management plan

### QUALIFICATIONS

- Bachelor's degree and 4+ years marketing/leadership experience in e-commerce, management consulting, agency or operating role
- Passion for innovative and differentiated design
- Deep experience in digital and physical marketing – across paid and unpaid social, Google Analytics, Mandrill, Wordpress, direct mail, print
- Subscription e-commerce, political campaign, and/or consumer goods business experience desired

### VALUED ATTRIBUTES AND SKILLS

- Comfort in a doggedly data and metrics driven environment
- Willingness to step outside of core role and do what's required to deliver on the Company's mission
- Comfort with the ambiguity that comes with a fast-paced experimental culture

- Sleeves rolled up and willing to jump in to do whatever needs to get done
- Passion for our mission and sustainable agriculture

**COMPENSATION**

Commensurate to experience, plus bonus, healthcare, 401(k), and other benefits.

**CONTACT**

If interested and well qualified for this role, please send us three things:

1. A cover letter
2. Your resume
3. An example of a recent marketing piece that you created (e.g. Instagram, other print ad, promotion, video etc.)

to [recruiting@waldenlocalmeat.com](mailto:recruiting@waldenlocalmeat.com)