



## **Marketing Manager – New Member Acquisition**

Billerica, MA

### **What You'll Do**

- Manage prospecting initiatives to acquire high-potential new members
- Leverage consumer and member analytics to focus our outbound marketing
- Coordinate advertising activity across channels to optimize budget
- Manage and report on data related to advertising activity across traditional and digital channels
- Contribute to creative ideation and briefing
- Evaluate new business opportunities for brand visibility and brand-building potential
- Partner with peers on initiatives, both marketing-specific and cross-functional

### **What You'll Bring**

- 2-4 years of experience managing marketing deliverables
- Ability to multitask across several projects
- Experience with quantitative analysis
- Excellent communication (written and verbal) and organizational abilities
- Competent in problem solving, decision making and finding creative solutions
- Microsoft Office Proficiency (i.e. Excel, Word, PowerPoint, etc).

### **Bonus points if you have...**

- BS degree in marketing, business administration, economics, or liberal arts... or equivalent work experience.
- Highly analytical and detail-oriented
- Familiarity with advertising measurement, qualitative and quantitative research
- Creative mindset that can bring out-of-category ideas to our business
- Experience managing outside agencies or partners
- Food or agriculture industry experience
- Experience working at a startup

Don't check all the boxes? Don't worry! We know that there is no such thing as a 'perfect' candidate. Walden Local is committed to building our team with a diverse group of thinkers and leaders. We value everyone's own lived experience, where it has and will take them! Feel welcomed to bring your whole and authentic self and please apply if this is a role that you feel you can grow along with us in.

### **What We Offer**

- Financial: Salary aligned to experience level, Company Bonus Plan, 401k (starting at 1 year)
- Health & Wellness: Medical & Dental (starting at 90 days), Unlimited PTO, 7 Paid Holidays, Parental Leave, 6 Year Sabbatical Program
- The Fun Stuff: up to 5 lbs of free meat weekly, 25% off up to 2 Walden monthly meat shares, 25% discount at our Boston butcher shop, family-friendly annual company picnic

### **When You Join Walden...**

You'll be Making Local Work - contributing to a mission-driven startup committed to reinvigorating local agricultural economies, in support of healthier communities, animals and soil. Walden Local is New England and New York's leading brand of sustainable, locally-raised meat, connecting families with farmers by distributing directly to thousands of

households across the Northeast. We believe in simplicity, doing ridiculous things for our members, and that the little things matter. We're building a diverse team that shares these passions. If you're inspired by ambitious missions and working hard to solve complicated problems, we'd love to meet you!

We're proud to be an equal opportunity employer - and celebrate our employees' differences, including race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, and Veteran status. Different makes us better.