



## Brand Strategist

Walden Local is growing (we doubled in size in 2020!) and we're looking to add a Brand Strategist to our team that can help take our marketing efforts to the next level. In this role, you will play an integral role in helping drive the future of the Walden Local brand and what we mean to our region.

You will be responsible for both high level strategic planning and nitty-gritty execution. In partnership with our Marketing Manager, you will help to push our marketing activities forward to build Walden as the most trusted source in New England and New York for local, grass fed and pasture raised meat. You will report to our VP of Strategy, who manages all of our member, marketing, and product activities. As we continue to grow and scale, you'll have the opportunity to steer the direction of what our brand means in our region and play a major role in the overall efforts of our team.

Location:

- This position will initially be remote due to COVID-19 restrictions.
- Once restrictions have been lifted, you will work out of our new office location in Highwood Office Park, Tewksbury, MA.

What You'll Do:

- Build out a consistent and effective brand strategy from beginning to end of the member acquisition funnel and throughout our entire member journey
- Strategically direct marketing activities (both acquisition and current member engagement) in a brand consistent manner, informing the day-to-day, month-to-month, and annual project flow
- Work to delight every single one of our members (and future members) through each and every touchpoint
- Continually push toward a more coherent, impactful, and effective message for communicating what Walden stands for and how that relates to our products and services
- Help to develop and expand a content strategy that is personalized, engaging, and fosters a passionate community of members

## What You'll Bring:

- 5+ years of experience in brand marketing and leadership
- Bachelor's or Master's Degree in Marketing and/or Business, or an Associate's degree with additional related experience
- Passion and excitement for our mission to make local food work for farmers, families, animals, the environment and our communities
- Experience in brand management and project execution
- Strong knowledge of best practices for measuring and assessing brand equity, brand awareness, and conversion
- Excellent relationship building and organizational skills
- Curiosity, a bias towards action, and strong attention to detail
- An ability to dig into details and roll up your sleeves to get things done as well as pull back and plan/direct strategically
- Ability to work with data and communicate hypotheses is essential

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 a team that brings passion for our mission and a diverse set of experiences and opinions. Feel welcomed to bring your whole and authentic self and please apply if this is a role you feel passionately about! We read cover letters and encourage you to share your unique experience and interest in this role and our mission.

## What We Offer:

- Financial: 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.