



Core Marketing Manager

Location: Tewksbury, MA (hybrid schedule)

Walden Local is seeking an experienced customer marketer with sound marketing fundamentals who excels at balancing strategic and creative thinking with getting things done. As a member of our Brand and Marketing team, you'll be focused on managing our marketing efforts for our existing locally-raised meat share subscription members. We've seen healthy growth over the past few years and have passionate, committed subscribers who truly believe in what we do. However, we have a great opportunity to engage with them in more meaningful ways as we continue to grow.

Walden Local is a Certified B Corp on a mission to change the meat industry by displacing industrial, factory-farmed meat and seafood with sustainable and ethical alternatives, raised (and caught) locally and humanely by small, independent farmers and fishers. As a small, growing company we value team members who bring a willingness to roll up your sleeves and partner across the organization to deliver on our goals and mission.

What You'll Do

- Develop and execute on marketing strategies, plans and campaigns for our existing members in partnership with our Head of Brand Strategy and Creative team to maximize member engagement, retention and share value
- Oversee and manage the member's journey and ensure consistent, relevant, on-brand experiences across touchpoints, resulting in positive experiences for members and meaningful business metric impacts for Walden
- Track the performance of marketing initiatives and partner with our analytics team to quantify results and identify areas to continuously improve
- Partner with our Member Experience team to expand and improve our referral program

What You'll Bring

- 5-7 years of experience in marketing and/or advertising, preferably in DTC, digitally native brands, products or services
- Experience with and understanding of consumer insights, marketing strategy development, brief writing, implementation and execution, measurement and tracking
- Proficiency in email marketing campaigns and tools (e.g. Mailchimp)
- Excellent communication skills with an ability to translate requirements to cross-functional teams
- Passion for our mission and sustainable food and agriculture

Bonus points if you have...

- Have experience in startup or scrappy organizations
- Highly analytical, data-driven, detail-oriented and organized
- Creative, growth mindset that can bring out-of-category ideas to our business

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 & Vision (starting at 90 days), Unlimited PTO, Volunteer Time Off Program, 8 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.