

Better Food Foundation

Marketing Manager Job Description (Remote)

We are seeking a marketing professional with at least 3 years of relevant experience to carry out our social media, email, and digital ad marketing projects for multiple campaigns at the Better Food Foundation, including our signature [plants-by-default](#) initiative. Promotion is likely for a motivated candidate who is able to grow the program and take on new responsibilities, and this position can be offered at a higher level for a more experienced candidate. Passion for our mission is a must. Reports to the Director of Digital Strategy.

About Better Food Foundation

The [Better Food Foundation](#)'s vision is a world where plant-based food is the norm, and we incubate novel strategies for bringing about that change. Our values center animals in creating a more just, compassionate, and sustainable food system. We are a highly collaborative team with emphasis on all voices. Our campaigns are fast-paced and adaptive. Professionals who take initiative, demonstrate creativity, and seek collaboration tend to thrive in our organizational culture. The ability to collaborate across organizations and cultures on joint campaigns is highly valued, along with enthusiasm to continually learn about the interconnected issues impacting our food system, including racism, worker justice, animal exploitation, and ecology. We aim to be a diverse, equitable, and inclusive workplace. We strongly encourage people of systemically marginalized identities and life experiences who meet essential requirements and qualifications of this position to apply. We value skills acquired in nonconventional career paths. If you believe your professional history gives you the experience necessary to excel in this position, we encourage you to apply and tell us why.

Qualifications

The ideal candidate will possess the following qualifications. We will consider candidates who are strong in some but not all of these qualifications if they bring a willingness to acquire new skills and work collaboratively to achieve our objectives:

- Mission-aligned values with demonstrated commitment
- 3+ years in the marketing industry (or similar field) within the for-profit or nonprofit sectors
- Excellent written skills in both short form social media posts and longer newsletters; Opportunity to also write blogs, essays and other content
- Graphic design for social media posts and newsletter layouts; Opportunity to design longer-form reports and create complex infographics
- Ability to work simultaneously on multiple brands
- Social media content management - familiarity posting natively to Facebook, Instagram, and Twitter, as well as experience with scheduling tools such as Hootsuite (or similar) to manage multiple brands and platforms
- Email marketing - experience with Mailchimp or other email marketing platform; knowledge of audience best practices, email list segmentation and suppression
- Familiarity with Facebook and Twitter ad management

- Demonstrated experience in activist campaign strategy
- Excellent communication skills when engaging with all stakeholders, including partner groups and allies of diverse races, cultures, and nationalities
- Ability to use spreadsheets and project management software to track projects
- Team player attitude
- General knowledge of the following topics: food justice, veganism, sustainable food and agriculture, farmed animal welfare, plant-based food business, and related issues
- Video editing skills valued, but not required

Roles and Responsibilities

- Create social media posts that include both written and visual content, posting regularly (daily on most platforms), in collaboration with other team members as appropriate.
- Develop and execute an email marketing strategy for each brand or program that uses e-newsletters in its outreach, with oversight from the Director of Digital Strategy
- Design and write e-newsletters, in coordination with program-specific team members—across multiple brands, send approximately four unique e-newsletters per month
- Track analytics for social media and newsletters, with oversight from the Director of Digital Strategy, in order to improve their effectiveness over time
- Digital Ad creation and management, manage paid social media ads for multiple brands.
- Gather relevant content from team members to develop marketing strategies and materials
- Edit and maintain quality of all external communications taking place on social media and email

Compensation

This is a full-time position. Salary is determined based on a transparent formula that takes into consideration cost of living, education, relevant experience, and the cost of healthcare (which is included as part of the salary, not an additional benefit). The salary range for the position is \$49,000 to \$60,000.

How to Apply

Please send: 1) cover letter, 2) resume, and 3) attach or link to a portfolio of your work, to careers@betterfoodfoundation.org. Applications will be accepted on a rolling basis until the position is filled. Feel free to contact us with questions about the position or organization.

The Better Food Foundation is committed to diversity, equity, and inclusion and is an equal opportunity employer. In compliance with laws and in furtherance of our commitment to fostering an environment that embraces diversity, all qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, disability, age, or veteran status.