



## **GUAYAKI SUSTAINABLE RAINFOREST PRODUCTS, INC.**

### **JOB DESCRIPTION**

**JOB TITLE:** Communications Coordinator

**DEPARTMENT:** Brand

**REPORTS TO:** Marketing Director

**Summary:** Lead review for specified copy, photographic, video, blog, digital advertising and social media needs. Serve as internal point person for external and internal reviews regarding company messaging and storytelling.

**Responsibilities:** The following reflects management's definition of essential functions for this job but does not restrict the tasks that may be assigned. Management may assign or reassign duties and responsibilities to this job at any time due to reasonable accommodation or other reasons.

- Manage, coordinate and execute all copy for promotional activities with external partners. This includes, but is not limited to, channels such as:
  - Social media
  - Email networks
  - Online blog
  - Event forums
  - Radio
  - Press and news channels
  - Podcasts
  - Digital Advertising
- Create and maintain internal and external copy libraries which assist with consistent messaging throughout all forms of communication and crisis management
- Work with Digital Media Manager and customer service team to streamline community relations and communication with customers and consumers.
- Create copy for specific PR opportunities that adheres to Guayaki's brand guidelines
- Act as internal review point person for external and internal articles and newsletters
- Engage in consistent and clear communication with media and promotional partners
- Organize speaking engagements and PR tours for company spokespeople. Ensure that spokespeople are prepared and act as the point person for external contacts
- Participate in marketing campaigns related to sales initiatives, social media and digital advertising.
- Draft messages, talking points and presentations on behalf of senior leadership team for internal communications
- Create innovative ways to effectively communicate information within the company and motivate employees through internal communications campaigns
- Write and develop messaging around various topics, including company strategy, priorities, and announcements

- Partner with Human Resources (HR) to further develop our onboarding materials to ensure new employees are welcomed into Guayaki's culture and understand our Mission, Values, Vision and ways of working
- Lead the development and strategy around new and existing internal communication channels
- Track, analyze and report upon key internal and external marketing metrics and utilize Guayaki's project management metric reporting tools (ie. Smart Sheets & Cision)

**Qualifications:**

- Bachelor's Degree required
- 2+ years' experience in Marketing and PR, required. Experience within a consumer product company and/or event production company, preferred
- Experience in content creation and writing copy for press and other news article needs
- Experience and proficiency with iOS and Microsoft programs, as well as familiarity with cloud-based programs such as Dropbox or Datto, required
- Experience with Photoshop and Illustrator file management
- Proven desire and ability to think creatively coupled with strong analytical and problem-solving skills
- Excellent communication skills; very articulate, strong speaking and writing skills, strong interpersonal skills, strong cross functional skills, ability to work well within a team
- Excellent organizational skills and the ability to prioritize are essential to this position, including the ability to manage within budgets and tight timelines
- Successful candidate will be a very motivated self-starter and be able to work without daily guidance and without stable, routine environments/locations
- Passionate about impactful cause and mission-based marketing campaigns, preferred
- Passionate about Storytelling and Digital Marketing (Social Media, SEO, etc.)
- Ability to engage in a fair amount of work travel and adaptable

**Physical Requirements:** While performing the duties of this job, the employee is frequently required to do the following:

- May sit or stand to complete work at a computer for many hours during the day
- Perform some repetitive motion activities
- Coordinate multiple tasks simultaneously

*Guayaki Yerba Mate is committed to equitable prosperity and dignity for all people.  
We value a diverse workforce and believe it enhances our culture while fostering better decision making.  
We recruit, train, compensate and promote regardless of race, religion, color, national origin, sex, disability, age, veteran status  
and other protected status as required by applicable law.*