



**GUAYAKI SUSTAINABLE RAINFOREST PRODUCTS, INC.
JOB DESCRIPTION**

JOB TITLE: Director of Marketing

DEPARTMENT: Brand

REPORTS TO: Chief Marketing Officer

Summary: At Guayaki, we're building products that support regeneration, local communities and a healthy and energetic lifestyle. We're looking for a Director of Brand Marketing to shape how the world sees, understands, and engages with the Guayaki brand. Your objective is to grow and shape the brand awareness of this mission-driven brand. You'll do this with your exceptional creative, messaging, and leadership skills via brand-led campaigns, events and experiences, public relations, partnerships, owned and operated channels such as social media and more. Additionally, you will continue to build upon and develop the existing brand marketing team.

Responsibilities:

- Lead the strategy and execution of integrated marketing campaigns for brand-led initiatives across channels:
 - Outline and execute go-to-market campaigns
 - Develop and implement disruptive marketing campaigns
 - Ensure that all campaigns align and promote cohesive messaging across all outreach channels
- Manage and build Guayaki's brand marketing team
- Oversee Guayaki's PR initiatives including brand communications, media relations, and product placement
- Develop the strategy, content calendar, and manage execution of Guayaki's existing social media, influencer, and ambassador programs
- Plan and oversee activation events and experiences
- Conduct market and brand awareness studies to understand the impact of your team's efforts; leverage analytics of the different brand-owned channels to define and measure success
- Enhance and develop Guayaki's grassroots and field marketing initiatives to create awareness in specific markets and with specific personas
- Create a strategy and cohesive messaging for sales and marketing materials specifically for the company's wholesale and distribution teams; e.g. trade shows, POP, Store in Store, and Partnerships
- Grow the reach of our mission through strategic and brand-aligned partnerships and sponsorships
- Take ownership of Guayaki's brand platform and visual identity; act as the brand ambassador across the company to ensure all materials and all parts of the organization are functioning within the brand architecture

- Partner with growth, sales, and operations teams to align brand campaigns with overall company and team objectives
- Build and manage the brand marketing budget

Qualifications:

- Bachelor's Degree in marketing or related field
- 10+ years of branding experience which demonstrates increased role and responsibility
- 5+ years experience working for a well-known brand in the food and/or beverage industry
- An amazing track record as a strong manager and mentor
- Previous involvement with impactful cause and mission-based marketing campaigns
- Experience developing disruptive brand and marketing campaigns
- Experience connecting brand-led efforts to performance goals and clear metrics
- Proven track record in developing best-in-class social media and ambassador/influencer programs
- Experience managing social media teams
- Experience managing a team of creative and design professionals
- Experience in event planning and execution
- Strong verbal and written communication skills, works well as part of a cross-functional team with the ability to collaborate, influence, and interact at all levels of the organization
- Excellent organizational skills and the ability to prioritize are essential to this position, including the ability to manage within budgets and tight timelines

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
- Ability and willingness to work outside of normal office hours
- Travel required within the U.S. and Canada
- This role is primarily remote

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.