



Job Posting: Brand Manager

Apply at: <https://coconutbliss.bamboohr.com/jobs>

Are you here to change the world by building brands that inspire a movement? What's your purpose in life? Do you find yourself thinking about how to make an impact in our food and agricultural system so that it's naturally sustainable for future generations?

Our company: At Bliss, we're a group of purpose-driven brand builders, environmental cheerleaders, and passionate pioneers who will stop at nothing until our purpose to flip the food system through sustainable measures is realized. For over 16 years we've built our brand on delicious, organic frozen treats that do as much good for the world as they do for our taste buds! That's right, get ready to unleash your inner child because we love our earth as much as we love our ice cream!

Our culture: To be a part of our team, you have to know a few things about us first: Kindness, respect, inclusivity, open-mindedness, laughter, and a deep appreciation for our earth and sustainability are at the heart of our culture. We do things the right way or we don't do them. Environmental and social impact are the core essence of how we live our day-to-day. We are looking for teammates who will not only live our mission and fuel our passion in each other to make a positive difference each day, but also be a trailblazer to lead the charge for a better tomorrow. Our vision is *Blissful Experiences for All Beings*; striving for a bar that high takes inspiration and grit.

Coconut Bliss is committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and teammates without regard to race, color, religion, sex, national origin, age, physical and mental disability, marital status, sexual orientation, gender identity, gender expression, genetic information, military and veteran status, and any other characteristic protected by applicable law. Coconut Bliss believes that diversity and inclusion is critical to our success and we seek to recruit, develop, and retain the most talented people from a diverse candidate pool.

The Role:

The Brand Manager reports to the VP of Marketing and is responsible for assisting the VP with all facets of managing the brand. Key areas of responsibilities include leading the day-to-day relationship with agency partners, developing the shopper marketing plan and budget as well as ensuring execution via collaboration with sales teams, and managing the ecommerce and DTC aspects of the business. This role will mentor marketing teammates.

What you'll need:

Studies have shown that women and people of color are less likely to apply for jobs unless they believe they have every one of the qualifications as described in the job description. We are most interested in finding the best candidate for the job, and our hiring processes are centered on assessing candidates based on diverse lived experiences. We encourage you to apply, even if you don't believe you meet every one of our qualifications described. If you are unsure of whether you meet the qualifications of this position, or how this would be determined, contact us at Jobs@CoconutBliss.com to discuss your application.

- Education – Bachelor's degree required, preferably in Business/Marketing
- Experience
 - 4+ years in brand management, preferably in a CPG company
 - 2+ years managing agencies
 - Managing ecommerce and/or DTC brands & web analytics
 - Working with sales counterparts to deliver winning shopper marketing programs
 - Using data and insights to drive a recommendation
- Strategic Thinking, Problem Solving and Brand Building

- Leadership skills – Ability to relate to people at all levels of the organization, to earn their trust and engage them in contributing to our mutual success
- Drive & Grit – Desire to drive results and impact, and willingness to roll up their sleeves to get the job done
- Alignment – Passionate and knowledgeable about natural and organic foods, sustainable business practices, fostering an inclusive and socially just workplace, and incorporating our sustainability journey into sales/marketing activities
- Technical Skills – Proficient with Microsoft Office programs, intermediate+ in Excel
- Schedule is generally 45+ hours per week during regular business hours, however occasional evening and weekend work may be required
- Travel: Must have reliable transportation and a valid driver's license for business trips; travel will be approximately 25% by air and auto, to work with agencies, attend shoots and visit HQ
- Physical: Most work is done sitting and/or standing at a desk, using a computer and phone, in employee's home office

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations will be provided to the extent possible and appropriate in the event of ADA qualifying disability.

What you'll do:

- Runs the day-to-day of the brand's 360 marketing channel strategy including but not limited to campaign management, agency management, website management
- Collaborates with sales to pull together a shopper marketing plan to win with the brand's top customers and ensures that execution is carried out as planned
- Manages and leads Field Marketing strategy with agency partner
- Works with agency partners and vendors to optimize the website & DTC experience
- Leads analytics wherever needed and necessary to drive recommendations
- Works with leadership and leads the thinking for strategic moves the brand should consider as it makes inroads as leader in sustainability and frozen desserts
- Actively contributes to furthering the sustainability mission of Coconut Bliss
- Leadership – mentors & coaches marketing team members; may have one direct report

(The above lists are meant to provide a broad overview. A detailed job description will be provided during the interview process.)

What you'll get:

Coconut Bliss pays fair and living wages for all positions, and provides excellent benefits including medical, vision and dental insurance, a wellness reimbursement bonus, paid holidays, a generous paid time off benefit, a 401k with company match and several perks including all the Coconut Bliss you can eat! We also have an amazing team that like to work hard and play often together, and a wonderful work environment. More details about compensation and benefits will be provided during the interview process.

If you have a passion for organic food and sustainability, if you are excited to work with a growing company who values integrity, people + planet, excellence, transparency and joy, and if you want to change the world for the better, we welcome you to submit a cover letter and resume. Apply at: <https://coconutbliss.bamboohr.com/jobs>

Location: Remote, or Bliss Unlimited Headquarters in Eugene, OR

Timeline: Open until filled, candidate review begins 8/16/2021

****If you are unable to complete this application due to a disability, contact Jobs@CoconutBliss.com to ask for an accommodation or an alternative application process.*