

**BEAUTIFUL DAY**  
**Marketing and Sales Manager**  
**Full Time Position with One Year Contract and Possibility for Extension**

---

**About Beautiful Day**

We are a 5-year-old non-profit/social venture with a mission to onramp refugees, especially those with the greatest barriers, into the job market. Approximately 80% of our graduates obtain employment within one year. We produce artisan granola while providing on-the-job training to refugees. Our products are designed to invite consumers to engage personally with refugees and the importance of integration. We're small, but with the help of die hard fans, we're poised for growth and well on our way towards becoming our state's premier granola company.

We rent kitchen space from a social service agency (Amos House) and work out of shared office space. We have an active, adventurous board of directors, a leadership team of 3 full-time, 8 part-time staff, and work with about 25 trainees per year. For more information, visit [www.beautifuldayri.org](http://www.beautifuldayri.org).

We are now looking for the right team member to manage our growth initiatives and basically help us sell a whole lot of granola in a way that honors our mission and expands our social impact.

**Position Description**

The Marketing Manager will work closely with the ED and leadership team to chart a strategic course of action, then execute, manage, steer and adapt it as necessary.

The role will be primarily outward facing, though we want to ground tactical decisions in data analytics and a process for validating assumptions. Priorities will include developing 1-2 corporate anchor contracts and 10 institutional partnerships, cultivating sales accounts regionally (RI, MA, CT), and growing our online presence and sales. Our one year goal is a 50% increase in sales (to 250K) towards an eventual 1M in sales revenue.

To flourish in the role, a candidate would need great communication skills (writing, oral, including presentations, and cross-cultural), an authentic style, and a broad set of collaborative, creative, strategic thinking, analytic, and administrative gifts.

Since we are a growth oriented non-profit, without the support/administrative structures of larger organizations, the Marketing and Sales Manager should expect to wear lots of hats to design, execute, manage, and track initiatives, with some help from the leadership team, our board, volunteers, or contractors.

To enjoy working with us, a candidate would need to love our mission, value being a change agent, and have the temperament to thrive in a start-up environment that requires continuous learning and resourcefulness. (Ideally, s/he'd like our products as well.) S/he will need to be able to work effectively both with others and independently. A partial telework arrangement would be acceptable with regular phone consultations and a willingness to travel. If based in Boston, 25% of time will be developing partnerships in RI.

S/he should plan to use his/her own computer and other devices and work either from a home office or our shared office space.

## **Responsibilities**

- Network, identify promising channels, follow leads, solicit accounts, attend trade shows... (you get the picture). Our priority is on face-to-face interactions.
- Cultivate current sales channels including a monthly subscription club.
- Manage and provide customer experience and service.
- Develop and execute messaging strategies and materials (newsletters, social media, promotional materials, AdWords) in collaboration with our Director of Strategic Partnerships.
- Conduct market research with a goal to validate assumptions. Analyze current sales trends in order to define and refine our targeting strategy.
- Stay current: research, test, and implement best practices for our marketing strategy.
- Oversee analytics, SEO; provide and present statistical analysis to ED and board.
- Work with volunteers; involve refugee trainees in sales efforts as appropriate.
- Always align marketing efforts with mission-related activities.

## **Leadership and Posture**

- Comfortable pitching a vision, making both presentations and asks.
- Able to shift between working independently and closely with a partner or team.
- Highly collaborative, open to feedback and mentoring, not afraid to speak their mind or listen.
- Calm, flexible, pragmatic, curious; a good sense of humor always helps.
- Energized by people and significant differences between them including race, religion, ethnicity, nationality, class, and political views.
- As part of a decentralized leadership team, we try to communicate lavishly and look out for each other.

## **Experience**

- A demonstrated commitment to social justice such as refugee resettlement and immigration work.
- Two years in sales and marketing, ideally in food. (Or comparable experience.)
- Some familiarity with rapid iteration or a Lean Startup model
- Experience using or ability to learn design programs like illustrator or InDesign in order to create collateral marketing and sales materials.
- Preferred: some immersion experience in a cross-cultural setting.
- Bachelor's degree required.

## **Negotiables:**

- We're pretty creative. For the right team-player we can adjust a job description (and maybe you can propose a more interesting job title). Work is full time (40 hours per week) but schedule is flexible.
- We've budgeted something in the range of 40K, without medical, depending on experience, hours, and a final job description.
- We will jointly determine goals related to sales. We will want to hear how you would approach the job and what you would see as realistic.
- This is a one-year grant funded position intended to provide a dramatic jump in growth. If we prove successful in reaching objectives, we will seek additional funding for an ongoing position with a possible salary increase.

**How to apply:**

Send a letter and resume to [info@beautifuldayri.org](mailto:info@beautifuldayri.org). Please put “Marketing and Sales” or “M&S” in the subject so that your application doesn’t get buried. The letter is pretty important—we’d like to have a good sense of your personality, motivations, and why you might thrive in a role like this. Tell us if you know someone who knows us. And don’t worry if you don’t hear from us immediately—this is our busy season, but we’ll start contacting candidates after Thanksgiving.