The Upcycled Food Association is leveraging market forces to prevent food waste by coordinating hundreds of companies around the world and empowering millions of consumers to prevent climate change with the products they buy. We are looking for enthusiastic, talented leaders to join our team!

Summary
Upcycled Food Association is a nonprofit focused on preventing food waste by accelerating the upcycled economy. UFA is the leader of the booming global upcycled movement, and is seeking a Head of Marketing and Communications, whose primary responsibilities will be to develop a global communication strategy to position UFA as the thought leader of this important movement. This includes, but is not limited to, creating, managing, and being the voice of an effective consumer messaging strategy across all media channels, trade shows, events, and retail. The goal is to grow consumer awareness and demand for upcycled foods and products (“the brand”).

The Head of Marketing and Communications will provide strategic direction for the growth of UFA via increased support in the UFA Membership, Investment, and Upcycled Certified™ (“the Programs”).

The Head of Marketing and Communications will be a part of the UFA leadership team, and will help to coordinate between the Programs, Business Development, and Administration departments.

Responsibilities
- Provide strategic direction for Marketing and Communications Department positioning UFA as a thought leader
- Accountable for driving continuous expansion and improvement of UFA marketing activities, including the development and delivery of advertising, campaign, communication, and thought leadership strategy worldwide
- Lead and be accountable for the vision, strategy, and results of brand positioning and campaigns, harmonizing a clear brand message across all media channels, trade shows, events, and retail
- Align UFA’s brand message and programs to target audiences and business objectives across channels, geographies, and audience
- Maintain and update brand standards and ensure compliance across all marketing and communications channels, as well as UFA Membership, Investment, and Upcycled Certified™ programs and key retailers
- Drive priority messages via integrated campaigns, which are delivered in partnership with UFA Membership, Investment, Upcycled Certified™ programs, and key retailers
● Oversee, supervise, and evaluate development of marketing and comms staff
● Meet with prospective retail participants and provide them with the assets needed to highlight upcycled foods and products in-store
● Write and distribute press releases, respond to all media inquiries, and continually update website messaging; excited to be the voice and face of the brand
● Seek out and secure new partnerships that will help build our brand story
● Manage and evaluate marketing initiatives, including the creation and tracking of social media, google ads, website, PR, and UFA newsletters

Necessary Skills and Experience
● 10 years experience in marketing and communications, ideally with hands-on experience in CPG and PR agency
● Strong knowledge and network in the CPG/ingredient industry, and ability to bring existing relationships with brands, retailers, and foodservice
● Advanced knowledge of modern marketing strategies and technologies
● Advanced writing and public speaking skills, experience with PR, press, pitching
● High level of expertise in analyzing information and making information based recommendations
● Exceptional verbal and written communication skills
● Experience building and managing teams in a startup environment, willingness to wear many hats and come to the table with solutions
● Creative design experience or design direction experience
● Experience working and creating alignment cross-functionally, strong listening and questioning skills – outstanding communication and interpersonal skills
● Advanced computer software proficiency (Google Workplace, Word, Excel, PowerPoint, Canva, Slack, Asana)
● Demonstration of contributing to diversity, equity, and inclusion within a team or organization
● Ability to work with the CEO to develop programs that translate the vision of the Board of Directors into reality
● Passion for the mission of UFA

Desired Skills and Experience
● Experience in sustainability, climate change, or food waste
● Experience in nonprofit, especially association, leadership
● Experience in CPG, food and beverage, retail, financial, or product verification industries

This opportunity is
● For someone who gives feedback with humility, and receives it as a gift
For someone interested in working to combat the climate crisis
For someone excited by being a part of a rapidly growing global environmental movement
One for which women, Black, Indigenous, People of Color, and LGBTQ+ are encouraged to apply
One for which all ages are encouraged to apply
One for which no identity variables whatsoever will be used to discriminate

Compensation and Benefits
- $100,000-$110,000 USD annually, overtime exempt
- Unlimited PTO
- Health insurance stipend
- 100% Remote work opportunity
- An energetic, open, positive, communicative, and supportive team
- Exposure to a large network of companies, from CPG startups to legacy food companies
- Ability to scale the single greatest solution to climate change while managing a brand that will reach millions of people

How to Apply: Please send a cover letter and resume to apply@upcycledfood.org