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 an enthusiastic and talented leader to join our team!

The Brand Marketing Manager is responsible for the creation and efficient execution of marketing plans in order to meet UFA's future brand targets. Serving as the primary brand marketing lead, the Brand Marketing Manager will develop and execute offline/traditional, digital, and paid social advertising programs. A successful candidate will ensure brand integrity by guiding efforts across multiple channels to help drive awareness of UFA, as well as upcycled foods and products.

This role offers a total immersion into a growing 501c3 non-profit and the successful candidate will work closely with the CEO to identify, conceptualize, design and execute B2C campaigns that boost engagement, educate, and inspire our audience about the upcycled food movement. We are looking for someone who is passionate about food waste prevention, the number one solution to climate change, and is motivated to make a difference!

Supports: CEO

Responsibilities

- Drive 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
- Engage 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 maintenance and tracking of social media, Google ads/analytics, website, PR, and UFA newsletters, including the management of a team of volunteer content writers
• Track media spending and campaign performance

Necessary Skills and Experience
• 4+ years experience in brand marketing and communications, ideally with hands-on experience in a PR agency
• Solid 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
• Advanced computer software proficiency (Google Workplace, Word, Excel, PowerPoint, Canva, Slack, Asana)
• Knowledge of analytic tools such as SPINS among others that will be used in analyses of brand marketing campaigns
• Must be willing to be motivated and represent our organization in a positive way
• The ability to write, edit, create visuals, and publish content quickly
• A passion for sustainability, food waste, and scalable solutions!
• Attention to detail and problem solving skills
• Strong organizational skills with the ability to multitask
• Experience in CPG, food and beverage industry is a plus

This opportunity is
• For someone interested in working to combat the climate crisis
• For someone excited by being a part of a rapidly growing global environmental movement
• For someone who believes consumers hold the key to solving the climate crisis
• 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

Benefits
• $80,000 - $85,000 USD annually, overtime exempt
• $250 per month health reimbursement
• Unlimited PTO
• 401k savings w. 3% matching
• 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 cover letters and resumes to apply@upcycledfood.org