



## **Marketing Coordinator Job Description**

### **SUMMARY:**

Rhythm Superfoods is looking for a Marketing Coordinator to join our Austin office. This position is responsible for supporting, developing, and managing various marketing initiatives to drive trial and build brand awareness around our existing line of products and support launch of new products. This position will interact with consumers, cross-functional teams, and leadership and is responsible for understanding and implementing marketing plans.

REPORTS TO: VP of Marketing

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Core duties and responsibilities include the following. Other duties may be assigned.

- Supports brand strategy and thinks creatively about ways to implement and bring brand to life.
- Supports packaging strategy and execution helping gather stakeholder feedback and approval.
- Manages marketing budget, verifies and submits vendor invoices tracking to budget and gives first approval to Finance.
- Manages and briefs designer on new sales requests, marketing collateral, and other marketing materials.
- Manages and supports new item set up.
- Identifies and manages outside vendors to source and print collateral, promotional materials, premiums and other marketing materials.
- Manages inventory of all marketing materials ensuring all material in the market is accurate.
- Monitors, reports, and manages printed coupon programs.
- Assists in executing large trade shows and distributor shows. Assists with trade show booth updates as needed.
- Acts as first point of contact for incoming marketing emails and assists team with follow up when necessary.
- Assists in tracking and monitoring competitor activity for existing products and new product development.
- Manages sample inventory ensuring any new requests fit into marketing budget.
- Supports community involvement strategy and execution.
- Supports local events and demos as needed.
- Works cross-functionally with sales team, finance and executive admin.

### **ATTENDANCE:**

Must be punctual and timely in meeting all requirements of performance, including, but not limited to, attendance standards and work deadlines; beginning and ending assignments on time; and scheduled work breaks; where applicable.

### **QUALIFICATIONS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **EDUCATION AND/OR EXPERIENCE:**

Bachelor's degree (B.A.) from four-year college or university preferred with 1-2 years equivalent applicable work experience. Significant experience and/or interest in healthy snacking, marketing, or retail/grocery is highly desirable.

#### COMPUTER SKILLS:

To perform this job successfully, an individual should be proficient in Word Processing Software (Word); Electronic Mail Software (Outlook); Presentation software (PowerPoint); Microsoft Excel.

#### OTHER SKILL, ABILITIES, AND QUALIFICATIONS:

- 4-year college degree preferred with 1- 2 years equivalent applicable work experience. Significant experience and/or interest in healthy snacking, marketing, or retail/grocery is highly desirable.
- Must have excellent planning, organization, and project/timeline management skills.
- Must have strong attention to detail.
- Has working knowledge of the creative process and content creation.
- Ability to interact with management, clients, and consumers in any setting.
- Candidates must have excellent communication and people skills, be natural problem solvers.
- Friendly and outgoing personality, enthusiastic, and energetic and not afraid to propose new ideas.

#### LOCATION

This position will be based in Austin, TX and working hours must be spent in the headquarters.

#### TRAVEL

Minimal travel required.

*Rhythm Superfoods is committed to providing equal opportunity in all employment practices without regard to age, race, color, national origin, sex, sexual orientation, religion, physical or mental disability, or any other category protected by law. As part of this commitment, Rhythm shall provide reasonable accommodations of known disabilities to enable an applicant or employee to apply for employment, perform the essential functions of the job, or enjoy the benefits and privileges of employment as required by the law.*

If interested, send cover letter and resume to [marketing@rhythmsuperfoods.com](mailto:marketing@rhythmsuperfoods.com).