



## **Digital and Social Media Marketing Manager Job Description**

### **SUMMARY**

Rhythm is seeking a dynamic Digital and Social Media Manager to lead the company's e-commerce and social media strategy and execution. This person will be responsible for maintaining, optimizing and driving digital commerce across owned channels (rhythmsuperfoods.com) and 3<sup>rd</sup> party e-commerce sites like Amazon and Instacart. They will have an eye towards delivering the best possible brand and shopping experience for consumers while also driving significant revenue for the company.

This role calls for a strong blend of strategic thinking and execution in a fast-paced environment – all while remaining laser-focused on results.

### **ABOUT RHYTHM SUPERFOODS**

Rhythm Superfoods is a brand at the forefront of the healthy snacking movement, responding to the public demand for innovative, plant-based nutrient-dense snacks with its first-to-market Kale Chips and most recently its Cauliflower Bites, Crunchy Mango Bites, Crunchy Pineapple, Dried Watermelon, Carrot Sticks, and Beet Chips. Founded in 2009, Rhythm Superfoods is dedicated to using only the best ingredients to create its superfood snacks and offers great-tasting snacks that are just as applicable to a strict plant-based or gluten-free diet as they are to a more conventional food regimen.

REPORTS TO: VP of Marketing

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

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

#### **Ecommerce and Digital Marketing**

- Develop and implement a digital strategy focused on driving brand awareness, consideration, and sales on Amazon, Instacart and Rhythmsuperfoods.com
- Lead execution of all performance and retention marketing initiatives, including social media advertising, SEM (including digital shopper programs) and email
- Analyze and optimize content across all e-commerce platforms ensuring A+ content that is updated and in-line with brand voice/positioning
- Be the organization's thought leader on all things DTC
- Lead attribution modeling and consistent reporting on the health of the DTC business
- Own the DTC P&L. Analyze trends, manage margin, remain 100% informed of the business and adjust plans accordingly
- Own all online merchandising and site operations
- Keep site content up-to-date and in line with brand and business priorities
- Build and own profitable affiliate and subscribe and save programs

#### **Social Media**

- Create and maintain a rolling 12-month content calendar to be used across platforms (social media, blog and email marketing)
- Collect and curate content to support the overall strategy and key themes, campaigns and product launches



- Post 3-5 times per week on all social media platforms (Instagram, Facebook and Twitter) using photography and design skills to create content (recipe photos, lifestyle images, etc.)
- Monitor social media messages on Instagram, Facebook and Twitter replying in a timely manner
- Identify, maintain, and build influencer relationships
- Build relationships with like-minded brands and organizations

### **Other Functional Requirements**

- Expertise in branded .com and Amazon DTC management
- Strong strategic skills with experience in annual business planning and budget management
- Strong executional skills, scrappiness and ability/willingness to be a "doer" (we're a very lean team!)
- Ability to flex seamlessly between high-level strategy and in-the-weeds execution
- Strong analytical skills with demonstrated experience utilizing and activating data, including website analytics and advertising metrics
- Ability to handle complex issues under tight timelines
- Excellent leadership and negotiation skills. Able to influence others.
- Expertise across multiple systems (including Shopify, Google Analytics, Amazon, AMS, Facebook Ad Manager)
- Excellent communication and presentation skills are essential
- Very strong team player, ability to work with and influence cross-functional teams to achieve results

### **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 3+ years equivalent applicable work experience. Significant experience and/or interest in healthy snacking, marketing, or retail/grocery is highly desirable. Start-up experience is preferred but not required.

### **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 3+ years equivalent applicable work experience. Significant experience and/or interest in healthy snacking, marketing, or retail/grocery is highly desirable.
- Significant experience in managing a growing DTC business with proven revenue results, ideally with a lean team in a fast-paced environment.
- Start-up experience is preferred but not required.
- Experience working cross-functionally.
- 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.

#### **COMPENSATION AND BENEFITS**

- Competitive Salary
- Annual Performance Bonus
- Benefits include, health and dental insurance
- Additional benefits including wellness & technology stipends and paid time off to volunteer
- Equity Opportunity
- Fun, entrepreneurial atmosphere and positive culture

#### **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).