



Job Title: Director of Marketing (National)

Location: Brooklyn, New York

Reports to: CEO

THE ROLE

Gotham Greens has an immediate opening for a director of marketing to lead, develop, and inspire a high-performance marketing team. The individual will spearhead the formulation and implementation of marketing strategy, focusing on building out the product marketing portfolio and elevating our brand nationally. The director of marketing will own the Marketing department's budget planning process, aligning resources to strategic goals and working cross-functionally to determine ROI and identify optimal allocations across product and brand marketing. The individual will craft and execute upon a qualitative and quantitative research strategy in order to develop a deep understanding of existing and potential consumers, the marketplace, and the competitive landscape. Building on that knowledge, she/he/they will partner with the Sales department to build programs to drive sales at the point of purchase, in accordance with retailer demand. This role will be a leader and mentor on the Marketing team and work collaboratively across the organization, representing the 'voice of the consumer,' to enable sales, drive demand, and guide new product development. Travel is required.

The ideal candidate is passionate about sustainable agriculture and embraces Gotham Greens' core values and mission. Experience in organic/natural CPG is strongly preferred as well as experience with greenhouses or fresh produce or perishables. This is an opportunity for an enthusiastic, self-motivated, analytical and highly organized person to join a rapidly growing, innovative company focused on improving the 21st century food system.

AREAS OF RESPONSIBILITY

- Develop strategic plans, communications plans, integrated marketing plans, national and local campaigns, and go-to-market and launch strategy that detail how products will be promoted and sold
- Manage and build a growing team of individuals based both at HQ and remotely at other sites, providing leadership, direction, and mentorship
- Own budget planning for the Marketing department, to include assessing ROI for promotions/trade spend and different marketing channels and developing thoughtful, well-researched and written business cases to justify significant investments to senior leadership; collaborate with the Sales team on product pricing
- Own the company's market intelligence and consumer insights research portfolio, developing and executing a hybrid qualitative and quantitative research strategy to understand the 'buyer journey' across different target markets
- Create customer segmentation strategy and buyer personas, based upon research, to provide structure and insights for marketing, sales, operations, and new product development



- Develop product positioning and messaging that resonate with target buyer personas
- Identify opportunities to build the brand and increase customer loyalty and following
- Assess the effectiveness of different marketing programs and report findings to leadership
- Manage external agencies and firms
- Build a deep understanding of the regional and national media markets and develop digital and other channel advertising and media strategies to increase brand recognition and drive interest and sales
- Understand the competitive landscape and how competitors are positioned in each vertical
- Support the growth and adoption of new and existing products, working closely with members of the Sales and Operations departments
- Mature how the company incorporates customer feedback to continuously improve existing products and identify opportunities for new products
- Plan, design, and coordinate the production of marketing campaigns and creative projects to ensure they are executed within the designate timeframe and achieve established metrics for success. This includes everything from demos, slide decks, product snapshots, sales materials, blog content, and website updates in coordination with other members of the Marketing team

QUALIFICATIONS:

Requirements:

- Bachelor's degree, Master's degree in relevant field preferred
- 7-10 years of professional experience, with 2+ years in a leadership role, having worked in marketing both at large CPG company and at a smaller, rapidly-growing consumer brand, ideally in natural/organic foods
- Experience building and managing a national marketing program
- Strong financial management skills and budget formulation and planning expertise
- Superior analytical skills and understanding of research methods, particularly consumer research
- Problem-solver who thinks creatively and a strategic thinker who is always a few steps ahead
- Excellent writer, storyteller, and editor
- Track record of success in project execution including managing budgets, third-party stakeholders, and timelines
- Team player who is always willing to get his/her/their hands dirty and help others
- Motivational leader, who is kind, constructive, and enjoys mentoring others
- Demonstrated ability to be successful in rapid-growth environments

The ideal candidate:

- Reliable and highly motivated with a creative flair and lively personality
- Passionate commitment to the company vision
- Appreciation to principles of sustainable agriculture and food



WHO WE ARE

Gotham Greens is a global pioneer in urban greenhouse agriculture and a leading consumer brand of premium-quality local produce and fresh food products. Gotham Greens' produce is grown using ecologically sustainable methods in technologically sophisticated, climate-controlled, urban greenhouses. Gotham Greens provides its diverse retail, restaurant, and foodservice customers with a local, reliable, year-round supply of salad greens, herbs, and fresh food products grown under the highest standards of food safety and environmental sustainability. The company operates more than 180,000 square feet of greenhouse across five facilities in New York and Chicago and currently has 500,000 square feet of greenhouse under development in five US states. Gotham Greens was founded in 2009 in Brooklyn, NY.

We are farmers who live in apartments. Our team is hard working, supportive, and passionate about sustainable urban agriculture.

We work to create an environment that is caring, fun, and collaborative. Gotham Greens is proud to be an Affirmative Action/Equal Opportunity Employer. We thank all applicants in advance for their interest in this position, however, only those selected for an interview will be contacted.



**GREENHOUSE
GROWN**



**PESTICIDE
FREE**



**SUSTAINABLE
AGRICULTURE**



**URBAN
FARMING**



**PREMIUM
QUALITY**

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