



Brand Manager – Green Valley Creamery Job Description

We are a growing, 50-year old company that was founded in 1968 during the height of the back-to-the-land movement. Since the very beginning, and to this day, we are rooted in the desire to bring wholesome and healthful foods to communities across the country and are guided by our mission of making real dairy available and enjoyable for everyone. Within the marketing and sales team, we accomplish this through the promotion of our portfolio of three specialty dairy brands: Redwood Hill Farm (cultured goat milk dairy), Green Valley Creamery (lactose-free, cultured cow milk dairy) and Meyenberg (fresh and powdered goat milk) - the latter is manufactured by our sister company in Turlock. Each of our three brands is the market leader in its respective product category and is distributed nationally across the natural, specialty gourmet and conventional channels. Green Valley Creamery is the market-leading, lactose-free dairy brand in the U.S. Made from cow's milk from local family farms, it is one of the two dairy brands that are manufactured at Redwood Hill Farm & Creamery in Sebastopol, California.

We are seeking a Brand Manager for Green Valley Creamery to be a core member of the Marketing & Sales department with a broad range of responsibilities. Under the guidance of the Director of Marketing, the Brand Manager is in charge of developing and executing clearly-defined marketing, communications and innovations strategies to support our ambitious growth goals and to increase awareness for the Green Valley Creamery brand. This is a highly visible position with great potential for learning and growth.

We are looking for an experienced brand marketing professional with a track record in developing and executing strategic marketing and communications plans. The ideal candidate has superb communication and project management skills and a proven track record of achieving measurable consumer marketing results, independently driving projects and teams forward and working collaboratively with marketing peers as well as across other functions.

This is a full-time, exempt position which reports to the Director of Marketing.

Key Responsibilities:

Brand strategy, planning, execution

- With the guidance of the marketing and senior management teams, develop annual integrated marketing plan and calendar and execute against it with excellence to deliver sales, financial and brand targets.

- Review and analyze market and sales data to create promotions that support shoppers and retailers, initiate consumer outreach promotions, and identify new opportunities in the market place to improve current and develop new products.

Brand stewardship

- Serve as a brand champion and guardian for the Green Valley Creamery brand to build and preserve the equity it has built over time.
- Mastermind and refine the brand's positioning and architecture by utilizing research data, consumer insights, as well as by seeking creative inspiration by the brand's mission, origination story and our company values.

Marketing budget management

- Recommend marketing investment for the GVC brand within brand portfolio and make adjustments as required to ensure budget is well controlled.
- Evaluate marketing mix and programs to understand ROI.

Communications & community

- Work with internal and external resources to develop annual integrated communications strategies and to activate them across media mix.
- Generate a variety of creatively written and visual content including website copy, blog posts, newsletter articles, consumer emails, social media updates, recipes, video, and other content to effectively convey brand story.
- Engage with consumer base via all channels and create network of influencers, dietitians, nutritionists and educators to strengthen the lactose-sensitive community and position GVC as a thought leader.
- Support the planning of and represent company by participating in trade shows, conferences, events and tours.

Insights & innovation

- Continually uncover and identify new marketplace and consumer trends to ensure GVC continues to lead in the category.
- Provide project management for new product development, working cross-departmentally to ensure execution of market research, feasibility, pricing, formulation, packaging development, and commercialization from appropriate department members.

Organizational development

- Provide work direction and guidance to two marketing team members.
- Nurture collaborative and consumer-oriented culture within and across departments at Redwood Hill.
- Contribute to culture of creativity, learning and mutual support within marketing & sales department.

Required Competencies (Knowledge, Skills and Abilities):

- Strong strategic skills with experience in annual brand planning and budget management.
- Excellent written, verbal and communication skills.
- Superior organizational and project management skills.
- Research and data analysis expertise to present and leverage data-driven insights. Intellectually

- curious.
- Very strong team player, ability to work with and influence cross-functional teams to achieve results.
- Passionate about food.
- Ability to work independently, self-motivated and willing to roll up their sleeves to get the job done.

Minimum Qualifications:

- BA in Marketing, Business Administration or related field. MBA a plus.
- 3-5 years of experience in marketing and communications, in food or CPG space. At least two years of brand management experience preferred.
- Experience in new product development and commercialization.
- Experience with digital marketing strategy and planning, as well as creating compelling content for social media.
- Experience working with external agencies to develop outstanding communications and creative.

To apply please send us your resume to careers@redwoodhill.com. We are an equal opportunity employer.