



POSITION: Marketing Director

REPORTS TO: Pipsnacks LLC CEO

LOCATION: Bethlehem, PA preferred; Open to remote candidate with periodic travel to Bethlehem

ABOUT THE COMPANY

Pipsnacks LLC is a dynamic, fast growing Better-For-You Snack company focused on making irresistibly great tasting snacks you can feel good about eating. The Pipcorn line of Salty Snacks include BFY versions of classic favorites, including Popcorn, Cheese Balls, Crunchies and Corn Dippers. All of our products are made with 100% REAL ingredients, featuring our Non-GMO Heirloom Corn and have less calories and/or fat than the familiar favorites. Featured on Shark Tank and included in Oprah's Favorite Things, the brand is changing the way people snack. Pipcorn is a women and minority founded family brand and a Certified B-Corporation.

THE JOB

Pipsnacks LLC is seeking a dynamic Marketing leader that thrives in a fast-paced, high growth environment, where they have the opportunity roll up their sleeves to drive profitable growth for Pipsnacks by optimizing the efficiency and effectiveness of our Marketing spending while nurturing and developing the Pipcorn Heirloom Snacks brand equity. With a heavy emphasis on digital communications, shopper marketing & PR, this role will lead the development, execution and measurement of integrated marketing communications, ensuring seamless connectivity across touchpoints and stakeholders. Additionally, Sales Enablement, inclusive of partnering with Sales on Trade Show execution and selling materials, are part of the role. The Marketing Director reports directly to the Pipsnacks CEO.



KEY RESPONSIBILITIES

Strategy & Marketing Plan Development

- Maintain brand architecture and brand style guide, with continuous focus on increasing depth and granularity of consumer understanding
- Partner with internal & agency teams to develop integrated marketing communications plan to achieve business objectives and elevate the Pipcorn Heirloom Snacks brand
 - Lead development & execution of Digital Marketing plan
 - Leverage PR, influencer and other event marketing to increase brand awareness and heirloom association
 - Manages development of Shopper Marketing plans, including Customer-specific plans for priority Customers
 - Own execution of social and other charitable cause-related initiatives
 - Create & manage marketing budget

Digital Marketing

- Accelerate paid media efficiency & effectiveness to drive Awareness & Conversion
- Plan and deploy all web, SEO/SEM, email/SMS, social media and display advertising campaigns.
- Design, build, and maintain our social media presence
- Collaborate with internal teams to optimize content for website to optimize user experience, including creation of landing pages for key initiatives
- Evaluate emerging technologies and implements small scale test and learns

Creative Development

- Collaborate with internal & agency resources to develop creative content for all elements of integrated marketing plan consistent with brand standards

Insights & Analytics

- Leverage primary and secondary research to continuously deepen consumer understanding
- Identify trends and insights and optimizes spend and performance based on the insights
- Track and evaluate effectiveness of all elements of the marketing plan to improve ROI

Team & Industry Engagement

- Partner with Sales in planning and execution of major Trade Conference
- Help drive distribution and sales at key retail accounts via selling support and Shopper Marketing
- Manage tactics to maximize employee and other Pipsnacks stakeholder engagement (i.e. contests, recognition, VIP kits, LinkedIn, etc)



SKILLS & EXPERIENCE

- Bachelor's degree in Marketing or related field
- 5+ years of progressive CPG Marketing or Agency experience
- Understanding of Marketing strategy and tactics across the Path to Purchase
- Experience with businesses with strong eCommerce representation, including Direct To Consumer, strongly preferred
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Solid financial acumen – understanding of Marketing KPIs and ability to effectively manage budget, measure results and maximize ROI
- Highly creative with experience in identifying target audiences and devising campaigns that engage, inform, and motivate
- Solid knowledge of website and marketing analytics tools (e.g., Google Analytics, Shopify, etc)
- Strong passion for the brand and consumer
- Highly curious with a continuous improvement mindset
- Outstanding Teammate – builds commitment and creates a fun, high-performance environment in leading teams without direct authority
- Excellent communication skills, both orally and written, with a proven ability to interact effectively with other departments
- Proven ability to work independently as well as collaboratively. A roll-up the sleeves, can-do attitude
- Ability to excel in a hands-on, fast-paced entrepreneurial environment
- High level of personal accountability and results orientation
- Creative problem solver
- Ability to effectively manage multiple projects

OTHER DETAILS

- Competitive salary, benefits and bonus
- Location: Bethlehem, PA preferred; Open to remote candidate with periodic travel to Bethlehem HQ
- Travel: As required
- Must be legally authorized to work in the US on a permanent basis without company sponsorship.

HOW TO APPLY

- Please send the following to Careers@pipsnacks.com:
- Cover Letter: 100 words or less sharing why you are interested in this role and would be a good fit
- Resume: Detailing past roles and experiences