

# KIRK'S

FAMILY OF NATURAL BRANDS

ERLANGER KY 41018 | KFONB.COM | 859.647.0777

OPEN POSITION AT KIRK'S FAMILY OF NATURAL BRANDS:

## MARKETING MANAGER

IDEAL START DATE: ASAP

### JOB DESCRIPTION

Kirk's Family of Natural Brands seeks a marketing manager to execute a clear vision for all marketing needs, both digital and traditional. As a key developing role in a growing small business, the individual should be self-motivated and willing to utilize creative solutions. We are seeking a Marketing Manager, who will coordinate, execute, monitor, and measure the company's marketing and communications efforts. The ideal candidate will be a team player who is energetic, organized, creative, and self-motivated to head our marketing and communications efforts.

### OVERVIEW

- This individual will work collaboratively and report to our duo of sister owners.
- Responsible for the development and supervision of all marketing and communications strategies for the company including content distribution strategies, email marketing, advertising, partnership development, and managing overall execution of the communications goals.
- Oversee all internal and external communications for the company, ensuring its message is consistent and engaging.
- Develop and execute Media Calendar based on brand and priorities.
- Coordinate with Graphic Designer on photography shoots for social media content and marketing needs.
- Create marketing budgets and present to Management & Financial Controller.
- Develop marketing materials for new & existing products.
- Collaborate with Management & Graphic Designer to ensure brand guidelines are always utilized across all branded content and creation.
- Coordinate with PR Firm in planning and execution of marketing initiatives.

### ABOUT US

Our business is family owned and operated by two second generation sisters, Molly & Katherine Oliver. With a growing portfolio of over 80 natural personal care products ranging in distribution at Walmart, Kroger, Publix, Amazon and more - we are just getting started!

Come join us!

### DETAILS

Hours: 8:30-4:30pm M-TH/8:30-4:00pm F

Directly Reports to: Co-CEOs

Job Type: Full-time

Salary: \$65,000 - \$75,000 per year

Work Location: Erlanger, KY

Work Remotely: In Office Preference/Hybrid Optional\*

\*Based on Candidate

Qualified candidates please send your resume to

Email: [jobs@kirksnatural.com](mailto:jobs@kirksnatural.com)

Subject Line: Marketing Manager Application

### QUALIFICATIONS

- Bachelor's degree or equivalent experience, preferably in a related field (e.g. Marketing, Marketing/Communications, or Public Relations).
- Must be computer literate (working knowledge of word processing, PowerPoint, Excel).
- Exceptional communication abilities, including writing, speaking and active listening.
- Knowledge of best writing and messaging practices for business correspondence, public relations, advertising, marketing and sales copy and social media.
- Strong knowledge of available tools and platforms in the social media space and content development workflow strategies.
- Ability to effectively engage with team members of all levels and across departments.
- Great project management skills, including time management, goal setting, multitasking and prioritization
- Good data analysis, problem-solving and critical thinking skills.
- Advanced organization abilities.
- Leadership abilities, including training and mentorship.
- Enthusiasm for natural products and healthy lifestyle is a plus.

CELEBRATING OVER 180 YEARS.

KIRK'S NATURAL | SOUTH OF FRANCE NATURAL BODY CARE | THE GRANDPA SOAP COMPANY

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### RESPONSIBILITIES/JOB DUTIES

#### Sales & Product Development Support

- Support sales team with the execution and expansion of digital programs to on shelf retail integration or user experience at shelf (i.e., hangtags with coupons on product or QR Codes).
- Support Development Team on all New Product Launches.
- Present on quarterly strategy sessions new marketing initiatives and content for the sales team to utilize.

#### Tradeshows

- Plan, execute, and attend Trade Show Events as needed; specifically, Natural Products Expo East & Expo West.

#### Website Management

- Primary administrator of content management system (CMS).
- Work with staff and subject matter experts to develop relevant, meaningful content and maintain association content strategy and web standards.
- Work with staff and web vendors to continuously improve the usability, design, and content of the company's website(s).
- Monitor and report on website analytics and take corrective action when needed.
- Manage and renew company website domain names.
- Responsible for preparing and monitoring website budget and managing vendor relations with web development companies.
- Work with vendors to troubleshoot problems with the website and assist in responding to user requests and comments.
- Support Direct to Consumer Sales and useable analytics on core customer base.

#### Social Media

- Assist with social media copy, content, and strategy across 3 Brands and work in collaboration with the Kirk's Internal Graphic Designer for visual content approval where needed.
- Monitor, update and help maintain social media presence for Facebook, Instagram, and Pinterest across 3 brands.
- Research, develop, and manage Influencer Outreach, Paid / Boosted Advertisement & Marketing within allocated Budgets.
- Manage vendor relations and budget for social media efforts and social media management tools .
- Coordinate and execute social media campaigns and ensure alignment with overall marketing campaign and company mission.
- Manage social media editorial calendar and post valuable, shareable content regularly, ensuring brands are positioned as an industry leader online.
- Monitor and report on social media outreach to management.
- Oversee Customer Service Team on Social Media response, response times and engagement.

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