



Marketing Job Description

Job Overview

Amari is a young plant-based supplement brand dedicated to helping people stay active and having fun as a way to stay healthy. Our effective, fast-acting, plant-based powders are crafted to reduce inflammation from exercise, decrease muscle soreness, improve joint comfort and support sleep. Just mix with water or the beverage of your choice.

Our goals for this role; accelerating Amari's growth by professionalizing overall marketing activities, targeting our messaging to the right audiences and measuring the results. We've got a good thing going with great products, retailer traction and now it's time to scale our reach online and offline.

Ideal candidates will have a digital marketing background combined with experience in the supplement, CPG and/or outdoor industry to add to the team. We need people who can think strategically and execute tactically to grow the brand.

Responsibilities & Duties

Marketing

- Develop marketing plans supporting direct & retailer sales
- Systematic approach for validating & refining customer understanding
- Own company's digital strategy, online metrics & KPI's
- Manage website & social media accounts and content strategy/production

Desired Qualifications

Marketing/E-commerce, digital advertising background from CPG industry, ideally supplement and/or outdoor industry

- Familiarity with outdoor industry & supplement marketing channels – online, social media and print
- Experience growing website traffic and online audiences for brands
- Demonstrated ability to work in resource constrained environment and get results

Compensation

- We're looking for someone to take ownership of Amari's marketing function and build the brand. As we grow our community, the right person will share in that value over time by earning equity in Amari. To start, we're flexible on time commitment and open to different relationships (hourly, project, etc...) and seeing where it leads.

If you think this is match, we'd love to meet you. Please send a paragraph articulating your interest to, Eric@AmariBotanicals.com