



## CONTENT MARKETING MANAGER

### Our Story

DripDrop wasn't invented by a beverage company --- or a pharmaceutical company. Or any company for that matter. It was invented on a relief mission by a doctor treating life-threatening cases of dehydration. When he saw how quickly patients recovered, without the use of an IV, he thought...why shouldn't everyone have this?

### The Product

When you're dehydrated, water and sports drinks aren't enough. Every stick of DripDrop is meticulously formulated for fast absorption of water and a medically relevant level of electrolytes, making recovery as effective as an IV.

### Our Mission

The entire team at Drip Drop Hydration is committed to our mission to defeat life-threatening dehydration. We care about results and believe strongly that our mission will have lasting impact on people's lives.

We value people who exude – **initiative** (small team, big results), **passion** (we are on a mission to defeat dehydration) and believe in **keeping score** (test, learn, grow).

### What You Will Do

As Content Marketing Manager you will uphold all content marketing initiatives for DripDrop. You will oversee and produce copywriting and content development ensuring that our content is consistent with our brand voice, style, and tone. Your main responsibilities include creating and managing content that will engage consumers

and our customers, sharing content throughout various channels including email, digital ads and social media (including stories and organic posts) and measuring the results of your content marketing activities.

The successful candidate will have interest and expertise in all-things-content related and is driven by impacting the world in a positive way with entrepreneurial spirit, and has a flexible attitude.

## **Responsibilities**

This role requires a brand publisher mindset and an eye for good design to craft thumb-stopping creative including still and short-form video, curate, publish and measure the results of content marketing activities in order to meet business objectives.

You will be responsible for editorial governance, ensuring that our content is consistent with our brand voice, style and tone.

You will develop and manage editorial organization (think calendars and workflows).

You understand the basic best practices of the main social media channels, are up-to-date on social trends/tools and which content and approaches work on each and why.

You should be an expert photographer on your iPhone & have branded social photography experience.

Measurement and optimization of content will be required on a regular and ongoing basis.

## **Qualifications:**

You have a BA/BS or equivalent of working experience in writing, art, design, project management or related field. Experience or interest in b-corp/benefit corporations, start-ups or ecommerce experience is a major plus.

You have previous experience and examples of your work in creating exceptional content for the web and social channels.

You have an editorial + copywriter mindset that seeks to understand what our audience consumes and how to create it.

You have the ability to analyze and present content and social performance.

You are familiar with Facebook, Instagram, email marketing, and top social channels.

You are familiar with Adobe products or similar software for editing still and video.

You are organized, have excellent communication and PM skills, and are a natural self-starter.

You have project management skills and understand how to manage the priorities of multiple stakeholders in a complex environment and focus on the delivery of the results by looking to engagement as a metric.

You have awareness and an aptitude for what is happening in the world. Empathy, understanding and the drive to help.

Compensation and Benefits to be discussed

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