



DIRECTOR OF BRAND MARKETING

Location: New York, NY

WHO WE ARE:

Banza is on a mission to make nutritious food more accessible. Our first product, a delicious pasta made from chickpeas, is the fastest growing pasta brand in the country. In just four years we've gone from an idea to a product in 11,000 stores, and today Banza is the #1 pasta brand in Whole Foods and Target. We've been named one of TIME's 25 Best Inventions of the year, appeared on The Today Show and Good Morning America, been in the New York Times, and most importantly, brought a better pasta to millions of happy customers. It's not just pasta; we recently launched chickpea mac & cheese and chickpea rice, which are transforming mealtimes across the country.

YOUR MISSION:

We've fostered connections with and among hundreds of thousands of Banza lovers – but we're just scratching the surface of Banza's mission to make nutritious food more accessible. We want to keep delivering people Banza's unique mix of lightheartedness, confidence, and family. You'll be the point person responsible for shepherding our brand voice and vibes, and sharing our story through copy, campaigns, design, and messaging. Your mission is to continually up our creative game and bring moments of joy to millions. Sounds fun, right?

WHAT YOU'LL DO:

- **Content** – lead the content strategy and production of a steady stream of engaging digital and print assets to be employed across brand touch points.
- **Personality** – maintain the visual style, tone, personality, and essence of our brand in all owned channels from packaging design to website, from Instagram feed to highway billboards. Work with digital marketing leads to ensure advertising content is engaging and high performing.
- **Copywriting** – work to craft, edit, and refine compelling copy that fits Banza's voice.
- **Campaigns** – orchestrate collaborative ideation for all campaigns with key business stakeholders, lead other members of marketing and communications from concept through execution.
- **Partnerships** – source brand partnerships that reach targeted consumers while elevating the brand by association.
- **Management** – play a key role in managing external agencies and freelance creators.
- **Cross-functional** – support misc. design needs across the organization, for events, packaging, sales, et al.
- **Growth** – Be the creator and catalyst for new initiatives, activations, and concepts.
- **General** – Research new ideas and channels, stay on top of digital/social trends, and be constantly inspiring the team in how to be authentically Banza.

WHO YOU ARE:

- 5-10+ years' experience in creative marketing, with deep understanding of food and/or consumer spaces.
- Abstract thinking, creative, confident, and passionate about delivering a unique and compelling experience to everyone who interacts with Banza.
- Able to strategically design creative that delights but also fulfills business objectives.
- Experienced in a wide-range of creative functions, in order to manage resources across videography, photography, art, copywriting, print, collateral, web design, et al.
- Skilled in tools and production software, e.g. Photoshop, InDesign, Illustrator, Acrobat et al.
- Versatile, with impeccable prioritization, and comfort with ambiguity and competing demands.
- A trailblazer with a manager's brain, who thrives on a healthy mix of original problem solving and innovation, daily creation and curation, and big-picture strategy.

HOURS & COMPENSATION

Competitive salary and equity, commensurate with experience.

TO APPLY:

Email jobs@eatbanza.com with subject "Application for Director of Brand Marketing – [your name]" and include your resume, plus a cover letter describing why you want to join Banza and would be a great fit in this role.