



# FIELD MARKETING COORDINATOR

NYC Metro Area  
Full-Time

## WHO WE ARE:

We make the foods people love better by using more nutritious ingredients. Our first product, a delicious pasta made from chickpeas, is the fastest growing pasta brand in the country. In just over two years we've gone from an idea to a product in 8,000 stores, from Whole Foods to Target. We've been named one of TIME's 25 Best Inventions, 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.

## YOUR MISSION:

To build the Banza brand one sample, product sale, and consumer engagement at a time. Our plan is to do this by building face-to-face relationships with store associates, distribution partners, and consumers.

## WHAT YOU'LL DO:

- Manage and build relationships with key store-level contacts in our key retailers in the NY Metro Area
- Actively promote the brand within retail stores by achieving and maintaining best practices in merchandising and increasing brand exposure by gaining incremental on and off shelf displays
- Execute on site, in store cooking demonstrations to increase trial, create more brand awareness and drive sales
- Identify influencers and key partners to help elevate consumer's awareness of the Banza brand in your region.
- Plan and execute events with partner brands, creating authentic and memorable brand impressions in fitness studios, offices, etc.
- Provide tracking and reporting for all day to day activations
- Assist with social media content generation
- Potentially travel to high-impact retail promotions and other partner events across the country

## WHO YOU ARE:

- Confident in-person communicator and highly outgoing - can make friends with anyone
- Experience in or enthusiasm for events, operations, or field
- Available to work weekends as needed
- Passionate about food/cooking and healthy eating
- Creative and able to take initiative to solve problems
- Ability to multi-task and remain focused on details
- Self-motivated; learns quickly and takes initiative
- Comfortable with basics in MS Office
- Possesses a car and smartphone with camera
- Passion and dedication to the brand

## HOURS & COMPENSATION

Salary and equity commensurate with experience, plus benefits.

## TO APPLY:

Email [jobs@eatbanza.com](mailto:jobs@eatbanza.com) with subject "Application for Field Marketing Coordinator – [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.