



# COMMUNITY EXPERIENCE MANAGER

**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 five years we've gone from an idea to a product in 12,000 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. Our sights are set on more than pasta night; we recently launched chickpea mac & cheese and chickpea rice, which are transforming mealtimes across the country, and there's more to come.

## YOUR MISSION:

We're looking for a Customer Experience Manager to develop a best-in-class customer and influencer strategy, build and lead a team, and manage the day to day execution of cultivating a love for Banza with people across the country, whether they have 1.2 million followers, or 12.

## WHAT YOU'LL DO:

- Develop and execute a customer experience strategy that consistently wows customers & influencers, builds loyalty, and delivers on "surprise and delight" moments.
- Talk with customers & influencers daily via email and social media channels to address questions and concerns. Build systems and SOPs to scale this process.
- Build systems and tools to report on CX metrics, including customer satisfaction scores, number of tickets answered, response times, and product issue trends.
- Use customer insights to make recommendations that will increase brand loyalty and improve the customer experience across product, marketing, and e-comm.
- Manage influencer database and ongoing tracking, and execute influencer campaigns at key moments throughout the year in collaboration with the marketing team.
- Oversee CX team of part-time resources, and work closely with VP of Marketing to determine necessary staffing support.
- Participate in marketing team efforts to develop creative campaigns and build the Banza brand.

## WHO YOU ARE:

- 3-6 years in customer experience or marketing. Consumer products is a bonus.
- A confident manager. Sure, you could do it all yourself, but you can also build and support a small team of people to scale it up.
- A terrific communicator. A strong writer, skilled at simplifying complicated ideas and articulating thoughts with passion and purpose.
- Proactive & ambitious. You set your own goals and will hold yourself to them. You have a track record of building new processes and programs without being asked.
- Growth-oriented. You're lightning fast and adaptable, and want an organization that will ask something new of you – and present new challenges – daily.
- Strategic & Analytical. You've used data to recognize opportunities and drive decision making. You can keep an eye on the big picture.
- Empathetic & Conscientious. You have the ability to put yourself in others' shoes and communicate with deep understanding. You'll always strive to do what's right.
- Must love Banza!

## HOURS & COMPENSATION

Competitive salary and equity, commensurate with experience

## TO APPLY:

Email [jobs@eatbanza.com](mailto:jobs@eatbanza.com) with subject "Application for Community Experience Manager – [your name]" and include your resume, plus a cover letter describing why you want to join Banza and would be a great fit