



VP OF 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 five 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, 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. There's more to come – join us!

YOUR MISSION:

We've fostered connections with and among hundreds of thousands of Banza lovers – but we're just scratching the surface of our potential to transform how people eat and live. We want to keep delivering Banza's unique mix of lightheartedness, empowerment, and family. You'll be the leader responsible for shepherding our brand positioning and strategy, voice and vibes, and telling our stories. You'll show creative leadership in copy, campaigns, design, messaging. You'll bring analytical thinking and a sharp business mind to deploying resources and evaluating efficacy. You'll lead our marketing and communications teams into the future. You'll blend your passion for changing food with innately terrific taste and a sharp sense of humor to continually up our game and bring moments of joy to millions, turning an emerging brand into a world class one.

WHAT YOU'LL DO:

- Own the brand. Shepherd Banza in further defining brand positioning and architecture and implementing this strategy across everything we do.
- Lead storytelling. Be the source of narrative for the organization. Craft smart stories and bring them to life, with support from internal and agency resources.
- Foster community internally and externally. Within the organization, be a leader and a teacher for a talented, dynamic team, and the keeper of the brand. Work cross functionally with department heads and executive leadership to be both a visionary and a protector. Beyond the organization, get millions of people talking about Banza and sharing joyful experiences.
- Evolve and scale a compelling customer experience. Design, build, and manage programs that bring joy (and mac and cheese) to millions, without losing a personal touch. Be the voice of the customer internally.
- Manage marketing resources. Whether external agencies or internal parties, make the best use of what we have or bring in what we need to deliver business results.
- Maintain and improve the brand style. Manage 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 our growth lead to ensure advertising content is engaging and high performing.
- Be analytically minded. Understand the business from not just a narrative, but also a financial perspective, and be able to craft strategies that lead to meaningful long-term results across channels.
- Lead Banza's evolution as a multi-category brand, and revolutionary launches to come in multiple other "comfort foods made from chickpeas" categories.

WHO YOU ARE:

- Someone with 15+ years of experience in brand and creative marketing, with a deep understanding of consumer work, and perhaps CPG and food.
- An abstract thinker, creative, confident, and passionate about delivering a unique and compelling experience to everyone who interacts with a brand.
- Able to strategically manage creative that delights but also is mindful of fulfilling business objectives.
- Comfortable in a wide-range of creative functions, in order to manage resources across videography, photography, art, copywriting, print, collateral, web design, et al.
- Experienced in leadership, scaling, and management, having handled substantive teams and large budgets, and having built and scaled consumer brands from small to large.
- An entrepreneur at heart.
- 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.
- Must love Banza!

HOURS & COMPENSATION

Competitive salary and equity, commensurate with experience

TO APPLY:

Email jobs@eatbanza.com with subject "Application for VP of 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.