



DIRECTOR OF GROWTH 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. 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 want to accelerate our growth, reaching new audiences and bringing joyful vibes and healthy food to millions more people. Whether launching new platforms, shepherding bold creative campaigns, optimizing multichannel ROI, or testing novel tactics, we're looking to bring someone on who can take Banza's message to the masses. Your mission is to get as many people as you can into and through the funnel, from (lack of) awareness to brand loyalty, and to help our team become better, smarter, and more creative while you do it.

WHAT YOU'LL DO:

- Own Banza's omnichannel marketing strategy and tactics.
- Evolve companywide marketing strategy and approach, with an eye towards audiences, positionings, resource allocations, and goals.
- Ensure the success of key retail accounts in collaboration with our sales team and through shopper marketing initiatives both digital and analog.
- Play an active role in scaling and optimizing Banza's paid digital efforts across social and search platforms.
- Manage and improve marketing ROI: continuously dig into trends, reporting, and the ads platforms we use to identify and make improvements to anything from targeting to bids to ad copy to tracking.
- Identify and evaluate new paid channel opportunities including OOH, events, etc.
- Lead strategic initiatives such as website redesign, e-comm channel development, etc.
- Work closely with creative/content team to ensure we are delivering engaging, on-brand storytelling through all our paid channels.
- Collaborate with Communications team to ensure strategic and campaign alignment.
- Work closely with management team to make sure you are supporting and laddering up to broader business objectives.
- Launch new products and lines, and craft and manage growth strategies for them.

WHO YOU ARE:

- 5-10+ years' experience in marketing, with deep understanding of food and/or consumer spaces.
- Hands-on experience working in multiple marketing capacities, and a desire to get your hands dirty making Banza's marketing best-in-class.
- High level of proficiency in data analysis, and experience managing channels and measuring ROI.
- 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, channel management and optimization, 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 Growth 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.