



MARKETING COMMUNICATIONS 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 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're looking for a highly passionate person to join our marketing team, share the Banza story, and manage and grow our earned media channels. You will embody our brand values and personality, foster millions of conversations, bring our message to new audiences, and ensure our brand voice's consistent application across communications. You will also continually level-up our communications strategy, and test new creative messaging and marketing initiatives.

WHAT YOU'LL DO:

- Public Relations: Manage external PR agency/consultants day-to-day. Keep them accountable to KPIs and help ideate and implement short and long-term media plan.
 - Work directly with CEO on media opportunities, interview prep, and thought leadership.
 - Support corporate and crisis communications as necessary.
- Storytelling: Identify creative ways to expand and tell the Banza story to various audiences, and amplify key milestones across a variety of channels, including earned media, social media, events, and partnerships.
- Influencer Strategy: Manage fast-growing influencer program and execute plan to nurture and scale network of Banza loyalists, both online and offline.
- Customer Experience: Manage and grow team while improving systems and reporting.
- Cross-functional Collaboration and Alignment: Work collaboratively with various teams to design and execute consumer strategy.
- Assist on marketing initiatives as needed, e.g. creative brainstorming, project management, campaign messaging, partnership development.
- Research and implement new, effective communications/marketing initiatives that build customer loyalty and brand awareness.

WHO YOU ARE:

- 4-7+ years professional experience in a communications, marketing, or PR role.
- Strong understanding of consumer/food/CPG.
- Highly engaging in-person communicator and natural relationship-builder.
- A smart and strategic storyteller, capable of thinking short and long term about brand narrative evolution.
- A phenomenal and creative writer, with strong editing skills.
- Someone with a track record of designing and scaling programs to reach large groups.
- Organized, with high attention to detail and ability to turn around quick deadlines.
- Ambiguity is your friend. You thrive in a fast-paced, dynamic environment.
- Confident, passionate, and high commitment.
- Must love Banza!

HOURS & COMPENSATION

Competitive salary and equity, commensurate with experience

TO APPLY:

Email jobs@eatbanza.com with subject "Application for Communications Manager – [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.