

Panorama Meats Marketing Coordinator

Position Overview

Panorama Meats' Marketing Coordinator is responsible for developing and implementing creative and effective marketing campaigns; planning and executing progressive social media strategies; and maintaining and updating company websites including e-commerce platforms. The Marketing Coordinator will report directly to the Director of Operations.

Company Overview

Panorama Meats was started in 2002 by a small group of California ranchers who believed in their methods of raising grass-fed cattle. Working with over 50 family ranches throughout the U.S. through our dedication to sustainable production systems, Panorama Meats offers an extensive line of both organic and never/ever grass-fed and grass finished beef products.

Location

Woodland, California (occasional travel may be required)

Responsibilities

- Develop marketing content, design and layout for printed materials and online use
- Manage digital marketing including website content updates, online store site, social media, and SEO
- Support the sales team by creating marketing strategies, collateral, presentations and sales materials
- Research competitive products by evaluating product characteristics, market share and pricing
- Stay in front of consumers' changing needs, market conditions, market trends and opportunities for development
- Plan and execute special events and trade shows
- Coordinate the development of packaging and point of sale design
- Build and manage company social media profiles and presence, including Facebook, Instagram, Twitter, and additional channels deemed relevant
- Create shareable content to spread both our brand and our message
- Work alongside other marketers to help distribute content that educates, entertains, and engages our audience
- Explore new ways to engage and identify new avenues to reach our target buyers
- Track, measure, and analyze all initiative components, timelines and effectiveness
- Source and develop brand partnerships

Requirements

- BA / BS degree in marketing, communications or related concentration
- Minimum 2-3 years of marketing and content creation experience
- Organic, natural, specialty food or protein industry preferred
- Highly motivated with excellent time management and organizational skills
- Ability to work independently and manage projects with many moving parts
- Creative thinker, fun, positive with an ability to use both data and experience to inform decisions
- Proficiency with website management software (e.g. HubSpot, Shopify, Google Analytics), Microsoft programs; Word, Excel, Outlook, PowerPoint, Publisher
- The highest levels of integrity and good judgment

Salary

The Marketing Coordinator position is full-time. Compensation dependent upon qualifications.

For more information, or to submit your resume, please contact Becky Faudree at becky.faudree@panoramameats.com