

Field Marketing Rep, LA

The Field Marketing Rep reports directly to the Director of Field Marketing and is responsible for the planning and execution of field marketing campaigns. The successful candidate will deploy events to generate sales revenue and deliver an outstanding customer experience. This position will be located in Los Angeles and other cities as the MAD TASTY brand expands into new markets.

ESSENTIAL FUNCTIONS

- Assist the Director in the planning and deployment of consumer marketing strategies to promote business expansion opportunities
- Produce various marketing material including signage, merchandise and other materials to be used at field marketing events
- Research and report on leads, opportunities and closed-won deals resulting from local field marketing campaigns and events
- Track and manage the MAD TASTY events calendar, ensuring that all local sales reps, influencers, and MAD TASTY sales team
- Build co-marketing partnerships to expand the MAD TASTY brand with local customers
- Build & maintain relationships with third party vendors and venues
- Spearhead initiatives and develop unique points of leverage which directly support the Sales team and their goals. Report and lead customer intelligence with sales team
- Attend relevant trade shows and events
- Monitor industry trends and competitor activities
- Manage social media activity surrounding field marketing campaigns
- Serve as a market ambassador to the sales team in Los Angeles, identifying high potential accounts throughout the market
- Supporting unique & recurring event activation opportunities.
- Responsible for the planning, setup / tear down, on-site management and follow up of sponsored events
- Manage sample product and POS inventory; maintain and service as needed

SKILLS/QUALIFICATIONS

- Bachelor's degree in Marketing, Business Management or a related field
- 5-7 years of field marketing experience and/or multi-channel retail marketing experience
- Must have operational mindset with strong communication and interpersonal skills

- Must be willing to travel for events
- Experience with lifestyle focused and CPG companies
- Experience in beverage industry is highly preferred