

MAD TASTY

VP OF MARKETING

The VP of Marketing will be an integral member of the MAD TASTY team and reports directly to the COO. A successful candidate will be a confident communicator, innovator and will possess in-depth knowledge of marketing strategy.

ESSENTIAL FUNCTIONS

Brand / People / Project Management

- Oversight of the marketing operations of the business
- Build and lead a marketing team over time
- Build out a marketing strategy and creative direction around a culture-driven brand and our current brand positioning and messaging
- Establish ideal customer targets and develop appropriate messaging and content
- Establish and maintain a consistent brand image across platforms
- Manage a marketing budget, allocate funds and track ROI on marketing campaigns
- Lead social media initiatives
- Manage PR, digital advertising, strategic agency and partnership relationships
- Ability to manage project status to foresee and identify potential problems and proactively identify solutions to address them in advance
- Ability to ensure requirements and deliverables are clearly communicated, understood, and executed by internal employees and external agencies
- Understand and communicate department needs to other internal teams and partners while ensuring effective exchange of information and deliverables
- Ability to act autonomously and manage multiple tasks simultaneously under deadlines
- Report on competitive landscape and analysis – including MAD TASTY demographic targets and other relevant data analytics

Content and Collateral Creation

- Coordinate campaigns with our sales team through activations and POS merchandise.
- Create monthly content calendar for all social channels (Facebook, Instagram, YouTube, Pinterest, etc)
- E-mail Marketing: Content creation for the weekly or monthly newsletters inclusive of new ideas to piggyback on pop culture and hemp relevant content that informs our consumers in an interesting and engaging way. Make sure email

marketing is tied back to overall marketing strategy and mimicked on social channels.

- Plan and execute campaigns that include prospecting, retargeting, shopping, display, and video ads
- Capture social content at events such as premieres, press junkets, festivals, special shoots, and fan events

Manage Agency Players

- Manage external social management agency's or in-house social media manager's day-to-day postings
- Create an effective strategy for digital marketing
- Collaborate with MAD TASTY's PR agency for media pitching and outreach, media tracking, media events, campaigns, TV broadcasts, sample shipments, etc.
- Plan brand events and help amplify the reach of our events through field marketing, PR and founding team connections

SKILLS/QUALIFICATIONS

- Marketing bachelor's degree and/or 2-5 years of relevant marketing experience, ideally working with consumer packaged goods or with beverage brands
- Beverage industry experience is preferred but not mandatory
- Event planning / coordination experience
- Skilled writing abilities for social media posts, newsletter content, etc
- Strong computer skills, including G-suite and Office
- Graphic design software skills - Adobe (AI, PS)
- Based in Los Angeles, CA and able to travel if necessary