



Marketing Content Manager – Earthbound Farm
Salinas, CA/Hybrid

About the Role

Earthbound Farm Brand Manager – We are seeking a strategic and talented content creator to support our growing, fast-paced company. This individual will lead content creation, brand storytelling, and communication efforts for Earthbound Farm Organic—the largest and most recognized organic produce brand in North America. This work will include shaping brand strategy, refining our tone and brand identity, and creating compelling narratives across all communication channels that enhance brand equity. This individual will immerse themselves in our brand and how it relates to key consumer personas to craft relevant and compelling copy for a range of digital marketing formats and channels including websites, ads, promotions, social content, email and affiliate programs. You will help determine platform strategy to ensure that we're using the right communication channels to reach our consumers in an impactful way. We are looking for a driven, creative individual who works well with cross-functional teams and loves a fast-paced, entrepreneurial environment. If you have a passion for storytelling and can craft clear and compelling marketing narratives that engage consumers across various marketing channels, this is the role you've been waiting for!

Key responsibilities include:

- Develop brand content and brand storytelling materials
- Write and proofread all copy: blog, consumer newsletters, website, customer product forms, packaging, social posts and presentation decks for brand at all phases of execution
- Develop the visual identity for the brand
- Manage social media accounts and lead brand communication efforts across all channels
- Embrace analytics: manage key performance indicators to ensure copy, tone and visual identity is as effective as it is creatively inspiring
- Collaborate with the marketing team and agencies, fostering strong working relationships across internal teams to drive work from concept through a final product
- Leverage marketing experience and acumen to craft short form content that will resonate in at least a handful of our primary marketing mediums across the B2B and B2C spectrum (campaigns, email, social, brand sponsorships)

Preferred Qualifications:

- Experience copywriting and scriptwriting for brand content
- Experience with photography or video creation
- Experience working with a consumer brand and developing a brand voice and visual identity
- Experience with HTML/XML for copy formatting and with content management systems
- Experience managing advertising agencies and third-party marketing partners
- Experience writing B2B or B2C communications and campaigns
- A knack for learning new tools and solving problems creatively
- Ability to manage and prioritize projects, organize information, and deliver on deadlines working in a collaborative environment with designers, product managers, and client services managers
- Basic knowledge of SEO and digital marketing best practices
- Bachelor's or higher in journalism, communications, advertising, marketing, or related field

