



## **Manager Marketing and Public Relations**

We are looking to hire a marketing and public relations manager with a great passion for wholesome, natural foods and healthy living!

siggi's is a fast growing all natural, premium, yogurt brand. Our yogurt is available locally in New York in specialty stores such as Dean & DeLuca and Murray's Cheese and nationally through retailers such as Whole Foods, Wegmans, The Fresh Market and more. To read more about us go to [www.siggisdairy.com](http://www.siggisdairy.com)

We are a small, fun, tightly knit team. The work environment is friendly and casual. The position offers a great opportunity to be a part of the senior management team of a fast growing business.

The ideal candidate should have a proven track record from brand management, public relations, advertising, marketing or similar for at least 5 – 7 years. We are looking for college graduates who combine a great sense of branding and aesthetics with pragmatism.

Excellent verbal and written communication skills as well as the ability to manage multiple projects in the ever changing environment of a fast growing company are crucial. Ability to work independently: instigate, structure and complete projects on time and budget.

Main areas of responsibility are but not limited to:

- Developing and executing new marketing strategies and projects to increase consumer trial and awareness of our products.
- Manage and lead our public relations efforts.
- Act as a guardian of our brand identity.
- Evaluate and select opportunities for sponsorships and event participation and lead our involvement.
- Manage all our internet marketing efforts including social media, mailing lists etc.
- Manage relationships with 3<sup>rd</sup> party marketing and public relations professionals.
- Manage and recruit marketing coordinators and interns.



Hours are mostly standard office hours but can be somewhat irregular especially around major events. Some traveling is to be expected maybe 10%.

Compensation will be competitive and based on candidate experience. We offer health insurance.

The position will be based out of our New York City Sales office on West 26<sup>th</sup> street between 6<sup>th</sup> and 7<sup>th</sup> avenue.

Please e-mail applications with résumés to [jobs@skyr.com](mailto:jobs@skyr.com).