



marketing director for siggi's yogurt

We are looking to hire an enthusiastic self-starter with a passion for healthy foods and healthy living to help us do some pretty awesome marketing!

siggi's is a fast-growing all-natural yogurt brand focused on low sugar and a short, healthy ingredient list. Our yogurt products are available nationally through retailers such as Whole Foods, Sprouts, Wegmans, The Fresh Market, Stop & Shop, Target, Fred Meyer, Fresh Direct and more. To read more about our brand visit www.siggisdairy.com.

We are a small, fun, tightly knit team. The work environment is friendly and casual. The position offers great opportunity for growth as the company continues to expand.

The ideal candidate should have a proven track record in brand or marketing management, have strong project management skills, be able to both build and manage relationships with outside partners and manage internal teams and processes.

A strong understanding of a retail environment is required, preferably in food and beverage.

Main responsibilities include, but are not limited to:

- Work closely with sales team to create and execute customized retail marketing programs for key retail partners.
- Develop, manage and execute consumer and trade marketing initiatives to expose the brand to key demographics both regionally and nationally.
- Develop and manage the execution of new marketing strategies to increase consumer trial utilizing the web, social media, traditional media and events.
- Analyze the return on investment and the effectiveness in gaining new consumers of marketing programs to maximize marketing funds. Build and manage the marketing budget for the business.
- Work with senior management on public relations initiatives and new product development.
- As a member of the senior management team, participate in business development and general management of the company.

We are looking for college graduates with 6-10 years of experience from brand driven environments with high expectations for quality. Excellent verbal and written communication skills as well as the ability to manage multiple projects in the ever



changing environment of a fast growing business are crucial. Strong analytical skills are a must to measure results and set benchmarks for projects. Brand Management experience at a major CPG company a plus.

Expertise in Power Point and Excel is required.

Hours are mostly standard office hours but can be somewhat irregular especially around major events and meetings. Travel is to be expected around 10%.

Competitive compensation commensurate with experience plus health benefits.

The position is based out of our New York City office on West 26th street between 6th and 7th avenue.

Please e-mail applications with résumés to jobs@skyr.com.