



## POSITION DESCRIPTION

**JOB TITLE: Content Manager**

**DEPARTMENT: Marketing**

**REPORTING TO: Director, Digital Engagement**

Reporting to the Director, Digital Engagement, the Content Manager will be part of a new and growing digital team. This new role will help shape the vision for Daiya's global content practice, leading the strategy, overseeing, and ensuring alignment to business objectives. This person is equal parts creative (developing compelling stories that support our business objectives) and strategic (scaling editorial stories through digital channels) with an understanding of how content can achieve measurable business goals (drive sales, engagement, positive customer behavior).

The right candidate is a B2C storyteller first, with understanding of the CPG space, digital advertising and leveraging audience insights as a key differentiator.

### **JOB RESPONSIBILITIES:**

***Technical: Brand content & communications leadership, analytics, project management & execution.***

- Lead the development and management of Daiya's global content strategy and own the KPIs
- Tell stories that challenge, inspire, engage and drive action
- Ensure all content is aligned to brand tone of voice, optimized for search and user experience for all channels including online, social, email, mobile, video and eCommerce.
- Comfortable leading a cross-functional team of internal/external contributors and agency partners
- Partner with the Brand team to ensure the integration of content activities within traditional marketing campaigns.
- Possess exemplary communications skills with a keen ability to translate complexity into succinct clear messages
- Comfortable rolling up your sleeves to write, edit and produce thought provoking content where necessary



- Develop content that supports the entire marketing funnel. This includes general content to drive brand awareness as well as managing our editorial calendar and influencer program
- Support the external agency team to ensure digital advertising campaigns align to our brand tone of voice
- Establish workflow for requesting, creating, editing and publishing content

***Leadership & communication: cross-functional leadership, program optimization, risk/business updates to the SLT***

- Lead development and coaching of junior team members and direct report (Social Media Strategist & Assoc. Brand Experience Manager)
- Lead cross-functional team members and external partners collaboratively, to align and activate against content and Digital projects seamlessly
- Create and align senior management to strategic content plans and project risks
- Frequently communicate opportunities for optimization and risks to all areas of the organization including creative team, brand team and sales team
- Exhibit leadership and accountability; move the team towards a common goal through a respectful, collaborative approach

**What will make you successful in this role:**

**Required:**

- 7+ years of experience in a multi channel content creation role
- Strong storyteller who creates compelling, consumer-first materials
- Proven content development and strategy experience across multiple formats (e.g. written, video) and digital channels (e.g. blogs, web, social, influencer, email, landing pages)
- Excellent written and verbal communication skills

**Preferred:**

- A passion for natural food products, sustainable business, health & wellness industry
- Previous CPG content leadership experience
- B2C digital content marketing experience
- Basic experience in Public Relations including US consumer and trade media relations