

Annie's Inc
Marketing Communications Director

Background:

Annie's, based in Berkeley, CA, is dedicated to nourishing families with simple, down-to-earth foods that taste great and are easy to love. The line includes organic and all-natural mac & cheese, pasta meals, crackers, cookies, pretzels, cereals, fruit snacks, salad dressings, BBQ sauce and condiments all made with straight-from-nature ingredients.

The company has a long history of making great tasting, high quality, simple foods and to sustainable business practices. Annie's products are distributed nationally, across channels including grocery, natural, mass merchandisers and club stores.

We seek a Marketing Communications Director to generate buzz, drive trial and enhance Annie's reputation as a loved, trusted, high-quality brand for the whole family. Local, qualified candidates should submit resume with salary requirements to jobs@annies.com.

Position Overview:

This position will manage Annie's Marketing Communications efforts, including PR, Social Media and Website initiatives, as well as Cause marketing, in-house graphics, and Consumer Relations.

A key role on Annie's marketing team, the Marketing Communications Director is critical in supporting the company's mission and strategic plan and ensuring consistency of voice and messaging. The ideal candidate has a solid background in marketing communications, especially PR and Social Media. Ideally the individual has worked with both large CPG brands and entrepreneurial companies, and has demonstrated strong management experience. Strong writing skills are critical, as are great interpersonal skills. This individual must be a very competent project manager and team leader as well as executer. This position oversees five direct reports and reports to the SVP of Marketing.

Responsibilities:

- PR - manage PR firm and lead development of annual PR plan. Accountable for external and internal PR. Write releases and/or provide key copy points as needed. Respond to all incoming media /interview requests, and coordinate interviews with senior leadership as appropriate. Lead crisis management/communications efforts when needed.
- Web and Social Media – direct content and design of company website, ensuring it is current and engaging. . Manage activities on Facebook, twitter and other social media outlets. Manage ecommerce activities and partnerships. Manage in house resources (two coordinators) and external partners.
- Cause Marketing – direct overall corporate donations, legacy philanthropic programs (e.g. grants for gardens) and develop relationships with key organizations which are aligned with Annie's giving focus. Optimize existing programs as necessary.
- In house graphics – manage an in-house graphics project manager/designer in execution of packaging updates and other graphics projects

- Consumer Relations – manage team (currently 2 employees) that fields contacts from consumers, ensuring responses timely and content aligned with key messages.
- Events - Lead participation in two significant trade shows each year, coordinating all logistics from initial planning through final event execution.
- Manage budget for all above activities.
- Partner closely with brand management team, ensuring integration of programs and maximization of resources

Education and Experience:

- 7+ years of strong experience in marketing communications required: PR, creative services, web, social media. Experience in brand management highly preferred.
- Classical CPG consumer marketing experience required, as well as consumer marketing in a small to mid-size consumer products' company. Will consider some agency experience.
- BA or BS college degree, ideally with an MBA from a leading school

Technical Skills:

- Solid working knowledge of best practices in PR and social media
- Able to lead and build trust across disciplines; demonstrated strong cross functional collaboration skills
- Excellent organizational skills and ability to develop timelines, meet deadlines, and delegate. Good at multitasking.
- A track record of managing to a budget
- Excellent communication skills (written, verbal and presenting)
- Strong knowledge of MS Office, particularly word, powerpoint and excel
- Experience in using various online marketing tools – Content Management Systems, Facebook ads, Google AdWords, Radian6

Personal Attributes:

- Passion for natural and organic products
- Self-starter, able to work both independently and as a team member as appropriate
- Quick study, flexible and willing to handle a fast paced, ever changing work environment
- Energetic and level headed, good at problem solving
- Very strong team player, ability to work with cross-functional teams to get results