

SWOON

— *be* —
M I X E D

Field Marketing Manager

WHO WE ARE

Some whisper sweet nothings, we shout them! Be Mixed is the consumer products company dedicated to taking sugar down while keeping life sweet. Launched in fall 2015 by two women looking to create a cleaner way to drink, Be Mixed started by making easy to enjoy, delicious cocktails (and mocktails!) without compromising taste. Be Mixed is now available at www.be-mixed.com and on shelves in close to 3,000 retail locations nationwide. We are the first all-natural, zero calorie, sugar-free cocktail mixer and are expanding our product line to sweeten your first and last beverage of the day, guilt-free.

We're looking for an organized, passionate, and driven Field Marketing Manager to join our team! You're a self-starter with a natural ability to inspire, educate and own projects from beginning to end. Your attention to detail and communication skills make you a strong planner, trainer, and manager.

In this role, you will report to our Director of Marketing and Director of Sales to lead the charge for increasing sales and building consumer awareness in key markets through strategic events, demos, promotions, and partnerships. You will assist in creating an annual field marketing strategy to support sales targets, as well as ensure consistent messaging is implemented at all times to create brand awareness nationally. You will manage, recruit and train a team of in-field brand ambassadors and work closely with the Director of Sales to match-up merchandising initiatives with sales programming.

Your focus will be on driving same store sales, building strong retailer and distributor relationships, and growing brand buzz through a wide range of programming – including sampling, merchandising, trade shows, and local events in key markets. The ideal candidate is a dedicated, proactive and positive team player, has a passion for health, wellness and sweets, and is ready for their next challenge!

WHAT YOU'LL DO

Positively represent the Be Mixed brand, everywhere, every day

Plan and execute in-store Be Mixed demo programming nationwide in conjunction with sales programming

Source and manage 3rd party demo companies responsible for field marketing, merchandising, and sales support – recruit, train, and manage new agencies as we expand into new markets

Work closely with sales team, broker network, and ambassador team to schedule ongoing demos, and own national demo calendar and budget

Research, recruit and on-board demo companies, ambassadors, merchandisers, and representatives

Manage demo education and training resources, ensuring all demo companies, ambassadors, merchandisers and representatives accurately represent the Be Mixed brand

Establish and continually refine clear processes for how our demos operate, programming is organized, and success is measured

Administer and track coupon program.

Act as brand ambassador for Be Mixed in market with local ambassadors, distributor teams, and store management, assisting the sales team where needed

Submit monthly field marketing reports to manager, and present to marketing team in quarterly marketing meetings

Manage and distribute all demo kit, trade show materials and point of sale materials

Identify local marketing opportunities and execute events, creating authentic and memorable brand impressions

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Manage Be Mixed consumer event budget and track ROI weekly

Own national trade show calendar to ensure all important deadlines are met, and coordinate show logistics

Support national trade show execution

Assist with digital content creation as it relates to partners, key accounts, and event activations, and work closely with Community Manager to promote brand activity via social media

Oversee and manage company resources including demo supplies, trade both booth, sampling kits, inventory, coupons, point of sale materials, and event assets – track inventory and reorder materials as needed

Work closely with sales and marketing teams to coordinate and execute mailings of point of sale materials, coupons, and collateral to local ambassadors, brokers, agencies, and stores

WHO YOU ARE

2-5 years field marketing, sales, or project management experience

Bachelor's Degree

Excellent time management, prioritization, and problem-solving skills – able to see the gaps and come up with solutions

Ability to work both independently and with cross-functional teams to accomplish goals

Highly organized with attention to detail; Strong planning and project management skills

Excellent communicator, both verbal and written

Entrepreneurial spirit with an ability to come up with new ideas, execute, and report back on results with thoughtful recommendations

Flexible and able to adapt quickly in a fast-paced environment

Self-motivated and energetic, with a positive, proactive and transparent attitude

Available to work some evenings and weekends, dependent on event schedule and travel

Not afraid to get down and dirty unpacking boxes

Working knowledge of Microsoft Suite (Word, Excel and Power Point)

Passionate about taking sugar down, healthy living, and the Be Mixed mission!

THE FINE PRINT

Based at our Manhattan office

Travel up to 50% of time (based on company needs)

Reports directly to Director of Sales and Marketing

Competitive compensation and full health benefits Unlimited vacation policy

All the Be Mixed and Swoon you can drink!

Apply directly to whitney@be-mixed.com