



# JOB DESCRIPTION – MARKETING MANAGER

Starting Date: ASAP (February/March 2021)

[Eat Offbeat](#) is an award-winning social enterprise based in New York City. We are flipping the table on current narratives around refugees and immigration by taking customers on off-the-beaten-path experiences curated by refugees who now call NYC home. Eat Offbeat served over 300,000 catered meals to adventurous New Yorkers since 2015 before successfully pivoting to DTC/home delivery in 2020. Dubbed “the most groundbreaking catering in NYC” by [Edible Manhattan](#), Eat Offbeat has been featured in hundreds of media outlets worldwide including [Forbes](#), [Vogue](#), [Fast Company](#), and [The NY Times](#).

We are building on 5 years of successful organic growth to bring about America’s next food craze and are now looking for an ambitious Marketing Manager to accelerate growth and spread our story further.

Ideal candidates will have prior experience in digital marketing, data analytics, and community building. Experience in food-tech is a plus. Cultural competence and hunger for growth are a must.

The position is partly remote but will require frequent visits to our kitchen/office in Long Island City, NY.

## What you will need to achieve

- Refine and manage customer acquisition strategy with goal to triple our customer base within the next 2 years
  - ⇒ Improve conversion across all channels (*word of mouth, email, digital marketing, influencer marketing, PR, ...*)
  - ⇒ Identify, grow and sustain new conversion channels
- Increase customer retention rate by 30%
  - ⇒ Consistently evaluate and improve customer journey. Identify pain points and suggest solutions.
  - ⇒ Help build a loyalty program
- Grow the Eat Offbeat family
  - ⇒ Manage & grow our audience across all social media channels
  - ⇒ Build & manage key community partnerships
- Drive product development & storytelling strategy
  - ⇒ Bridge communication between kitchen team & customers. Help kitchen team design and improve menus based on customer input & market needs.
  - ⇒ Build & improve storytelling across products & channels

## **You are probably right for this job if you are**

- Experienced: you have at least 3-5 years of experience running successful marketing campaigns and building community.
- Data driven & tech-savvy: you are able to work with our tech team to set up, collect and analyze data. You have a good understanding of digital marketing tools. You are able to design experiments and draw learnings.
- Personable: you are able to interact with both our audience and our team in engaging, friendly, and meaningful ways.
- Adventurous: you are a self-starter, with ample self-motivation and initiative.
- Creative: you think strategically and enjoy finding creative ways to solve problems.
- Culturally competent: our team hails from many different cultures and speaks various languages. You consider this an asset and embrace the opportunity to learn from one another.
- Empathetic: you have a great understanding and passion for our social mission and are able to empathize with both our team members and our customers.

## **What you will get**

- You will be a core member of our leadership team driving our overall growth strategy
- Hands-on experience growing a food startup at the forefront of social entrepreneurship
- Room to be creative, make an impact, and influence the food scene in NYC and beyond
- Opportunity to grow into a Director of Marketing or CMO role
- Daily meals and endless food tasting opportunities!

Compensation for this role will consist of a competitive base salary + bonus opportunity + equity depending on experience.

We're looking to fill the position as soon as possible.

To apply please send your resume **and your answers to the questions below** to [jobs@eatoffbeat.com](mailto:jobs@eatoffbeat.com).

1. What do you think pairs well with the Chicken Yassa and why?
2. What challenges do you think our customers face when trying to place an order on our website?
3. Which is your favorite post on our Instagram page and why?