



Title:	National Field Marketing Manager	FLSA:	Exempt
Department:	Sales & Marketing		
Reports to:	VP of Brand Operations	Travel:	Up to 80%
Location:	Louisville, CO (between Denver and Boulder)	Status:	Full-time
Date:	November, 2016		

Company Overview

Sejoyia Foods is an exciting, young food company. Our founder, Sequoia Cheney, started the company because she was diagnosed with a life-threatening illness and was determined to heal her body through food. Her recipes - using only pure, simple ingredients - healed her. Her friends loved the food and a company was born. The company’s core mission is to bring incredibly pure, simple, healing, yet rich and great tasting cookies and snacks to North America. It shouldn’t be that people have to choose taste over wellness and empowerment. The products are Coco-Roons, Brussel Bytes, and Snip Chips - products that taste really good but also happen to be organic, GMO-free gluten-free, and paleo.

Sejoyia Foods’ products are nationally distributed to more than 2,000 retailers including Whole Foods, Sprouts, Target, Costco, Fresh Market, and more. Sejoyia is guided by the history and expertise of the parent company, Fresca Foods, located in Louisville, CO. Fresca is a manufacturer and partner to leading natural and organic food companies (like Larabar, Love Grown Granola and 34 Degrees crackers) and operates its own foods brand. The company has averaged 40% revenue growth each of the last twelve years and plans to continue its rapid expansion for years to come.

Position Overview

The National Field Marketing Manager is responsible for making sure that hundreds of thousands of consumers in our core segments have the opportunity to experience Sejoyia products and mission and share with their friends. The position will be part of a small but mighty team that is deeply committed to the mission and the joy of great food. The company is in a growth mode and will highly value applicants with the desire, drive, collaboration and creativity to help shape the future of the company. The position reports to the VP of Brand Operations and this position may have a direct report.

Essential Functions

- Develops and implements overall strategy and plan of direct customer engagement and community-building that leads to increased sales and ongoing customer engagement. This includes:
 - Developing prioritized product demonstration and sampling strategy and overseeing execution of a large-scale programs that drive sales in key markets. Activities include training and managing contractors (as needed), logistics, managing energy and feel of demos, and analysis and reporting of impact.
 - Developing prioritized consumer event strategy to drive sales in key markets. Activities include hiring and managing contractors as needed, driving energy and awareness to these events and reporting of impact.
 - Developing and managing tradeshow strategy and as needed representing Sejoyia at these events.
 - Creatively identifying opportunities to directly engage with consumers and Sejoyia community.
- Manages budget and efficient allocation of resources to drive overall company goals, providing regular reports, metrics and updates.
- Uses customer feedback, data and analytics to inform field marketing strategy and broader organizational strategy.
- Coordinates closely with sales team, Brand Manager and other team members to align marketing plans with sales strategy.
- Brings in and implements fresh ideas on how to approach and engage consumers.



Skills & Knowledge

- Self-motivated, resourceful, positive, energetic, hard-working and driven to succeed.
- Strong people and contractor management skills: ability to motivate, train and manage dispersed teams.
- Strong strategy, planning, prioritization and project management skills: ability to set strategy, plan ahead and manage multiple tasks and priorities simultaneously.
- Excellent engagement and community-building skills; able to create a connection and galvanize enthusiasm for a product and company among 3rd parties, volunteers, and prospective customers.
- Exceptional verbal and written communications skills and ability to use common technological platforms to communicate.
- Sincere belief that food can empower.
- Must be able to travel up to 80% of the time.

Education & Experience

- BA/BA in marketing, communications, advertising or related field preferred, though not required.
- 5+ years in field marketing management or event management for a consumer products company. *Willing to consider candidates with similar years of experience in a related role who can make a great case for why they can be excellent in this role.*
- Strong track record of creatively managing dispersed teams and executing across broad geographies.

What's in it for you

- Opportunity to define culture & tone for a growing company.
- Opportunity for progressive leadership roles as company and brands division grows.
- A collaborative work environment and budget for training & education.
- Prioritization of community: 2-4 hours per month for appropriate volunteer activities.
- A competitive compensation package that includes base salary and bonus potential.
- A comprehensive benefits package including medical/dental, vision, flexible spending, stock options, matched 401(k), time off benefits, etc.

Please send cover letter, resume and salary expectations to apply@frescafoodsinc.com.