

# **Raymundos Food Group, LLC**

## **Assistant Marketing Manager Job Description**

**6.30.17**

### **Company Description:**

Raymundos Food Group offers feel-good brands in the refrigerated snack, dairy, and dessert segments. We innovate with ethnically-inspired, delicious and wholesome food products for modern families. Our collection of brands is designed for consumers seeking sound choices in snacking. Our products feature authentic flavor profiles that foster a sense of cultural connection, while also serving busy lifestyles with convenience.

Our portfolio of Raymundo's branded gelatins, flans, puddings, crème parfaits and other ready-to-eat products has strong connectivity to the growing Hispanic population with crossover appeal into the general market.

The clean label Noga brand collection of Greek yogurts, drinkable yogurts, and other specialty and ethnic dairy products is made with no artificial, colors, flavors, or sweeteners.

Our products provide a unique value-proposition, and are distributed through mass retailers, conventional grocery retailers, local Hispanic retailers, as well as foodservice operators. Explore the world of Raymundo's Food Group and discover great taste and quality!

### **Job Description:**

The Assistant Marketing Manager will play a key role in executing Marketing Communications. This is a newly created position reporting to the VP of Marketing. The role encompasses working in multiple areas of Marketing Communications including digital & print marketing, social media, sales tools, communications, trade show and event marketing. The Assistant Marketing Manager will also work closely with graphic designers and other 3<sup>rd</sup> party Marketing vendors. This position is a great opportunity to learn and develop with a growing company; Raymundos Food Group is committed to expanding its portfolio of great products!

### **Essential Job Duties:**

#### **Marketing Materials & Sales Tools**

- Create (work with graphic designer) and distribute sales support materials such as customer presentations, market & competitive research presentations, sell sheets, and other POS items.

#### **Trade Shows & Events**

- Assist with trade show planning and coordination
- Manage the marketing needs for all customer, operator, distributor events

#### **Digital Marketing & Social Media**

- Own Raymundo's brand Social Media content updates – Facebook, Instagram, Twitter
- Assist with Raymundos.com website relaunch

### **3<sup>rd</sup> party Marketing vendors**

- Manage graphic designers, agencies, printers, promotional material providers, etc. Ensure all projects are completed seamlessly, on time, and on budget.
- Seek out new vendors when/if there is a need

### **Miscellaneous**

- Perform other marketing-related tasks as assigned

### **Desired Skills & Experience:**

- Bachelor's degree required. Concentration in Marketing, Communications, Advertising, Public Relations, or Journalism preferred
- At least 2-3 years of Marketing experience, preferably in the consumer goods industry or on the agency side. Food and beverage industry experience preferred but not required.
- Excellent written and verbal communication and presentation skills. Must be able to convey information in a Clear, Concise and Consistent manner
- Demonstrated ability to handle a variety of responsibilities simultaneously in a fast paced environment
- Demonstrated ability to set priorities in order to complete assignments in an efficient, accurate and timely manner
- Problem solving skills: ability to identify potential problems and proactively generate ideas for acceptable solutions
- Must possess: a sense of urgency, accountability, responsibility, ambition
- Positive, energetic, confident, professional and team-oriented attitude

**In order to be considered, please submit a cover letter explaining why you are the best candidate for the job! Please email your resume and cover letter to [careers@raymundos.com](mailto:careers@raymundos.com)**