

BUTTERBALL® FARMS, INC.

Imagine Butter Differently

Butterball Farms, Inc. is a world-class food manufacturer on a mission to Enrich Lives and has been recognized as a West Michigan and National Best and Brightest company to work for four years running. With over 60 years in the industry Butterball Farms, Inc. works hard to enrich the lives of our customers, employees and our community. We imagine butter differently, have a highly recognizable client list and are known by our customers for our innovation, reliability, responsiveness, and our value-add approach to business. Our amazing culture is recognized globally. We are financially sound, rapidly growing and poised for continued success.

Do you want to have real impact on a business that people can see and feel? Do you have solid digital experience? Do you have passion for significant growth? If you think this sounds interesting and you might be a solid match, then please read more about the position and let us know if you are interested.

As our **Director of Marketing** you will direct all marketing functions for the Company to drive profitable and sustainable growth in support of our strategic business plan. You will play an integral role in growing Company brand awareness and increasing market penetration for all product categories in all regions. The primary responsibility of the Director of Marketing is to generate revenue by increasing sales through successful traditional and digital marketing for the entire organization, using market research, pricing, promotion, product marketing, marketing communications, and advertising.

Essential Duties and Responsibilities:

- Responsible for the Company brand(s), shaping, refining and expanding its equity to support customer service, sales presentations, customer acquisition campaigns, website/social media content, product, and packaging
- Engage with Sales channels to drive successful product and campaign launches and ongoing profitable sales growth.
- Lead marketing communications.
 - Build brand awareness and primary demand creation including social media, search engine optimization, mass emails, trade shows, telemarketing and other traditional marketing sources.
 - Create and maintain content and digital assets to use and leverage across the organization.
- In conjunction and coordination with Sales
 - Create and execute demand generation plans, direct marketing communication activities and campaigns to achieve budgeted revenue goals.
 - Create and implement CRM-based Marketing best practices of lead-to-order process to create, assign, track and measure resulting qualified leads to opportunities to closed deals.
- Lead B2B marketing, to drive distributor growth by building relevant tools, developing and executing marketing campaigns to key target personas. Drive channel expansion
- Select and manage key agencies for success as defined by increased revenue year-over-year in achieving budgeted goals.

- Develop the marketing budget and track ROI
- Establish KPI's and report to the Executive team regularly.
- Listen to trends of the market and direct the market research efforts of the company
- Develop and execute an annual marketing calendar/plan.
- Lead the development and execution of Butterball Farms new Consumer Direct channel. (Company web site, Amazon, and other “click and brick/click only” partners)

We Offer:

- Industry leading culture
- A mid-size organization with the expertise of a larger organization but the nimbleness of a smaller entrepreneurial company
- Dedicated, competent cross functional support team
- National and Regional development opportunities

Qualifications

- 7+ years' experience in senior marketing roles with B2B experience in setting with complex sales channels (direct, distributors, Retailers, eCom).
- Experience in product management.
- Experience in process development.
- Proven expertise and success in traditional and non-traditional marketing communication elements (print and digital advertising, public relations, social media, search engine optimization, mass emails, trade shows, events, webinars, telemarketing, etc.)
- Experience in creating and implementing demand generation processes and plans, with hard metrics to track activity and results
- Experience building, nurturing and retaining productive and engaged teams, including direct reports, matrix-based adjacent associates, and external partners.
- Comfortable and effective interacting with senior management, partners, customers and end-users, from small settings to large events, including public speaking
- A proven track record of driving profitable revenue and market share growth, demonstrated over a sustained period.
- Strong communication skills; sense of urgency; customer focused; adaptive to change; strategic and tactical.
- Knowledge / experience with Food manufacturing, restaurant or foodservice a plus.
- Relevant Bachelor's degree required and MBA a plus.

If you are interested in this exciting opportunity, please submit a cover letter telling us why you're interested and your resume to **Resumes@Butterballfarms.com**.

Butterball Farms, Inc. is proud to be an Equal Opportunity Employer