

HR Manager

Kate Wallour – if you are interested in applying for this role, please email kwallour@nutrition21.com.

Job Position

Director of Marketing, Nutrition 21

Location

NY/NJ metro area (some flexibility with location depending on commuting distance)

Job Description

For more than 30 years, Nutrition 21, LLC has been a leading innovator in the nutritional ingredient space, leading the marketplace with unique, safe and efficacious solutions that are backed by rigorous clinical research. Currently, we're looking to welcome an energetic, self-starter with 10+ years of marketing experience to our team. The right candidate will assume responsibilities for the end-to-end, daily management of the company's marketing program for existing ingredients, as well as own the launch strategy and daily promotional/creative management for three new ingredients, in addition to a growing product development pipeline. This is a fantastic opportunity for a marketer who is looking for an opportunity to play a pivotal role in defining and leading the growth trajectory of the company.

Company Overview

Nutrition 21 develops and markets proprietary, clinically substantiated ingredients for use in dietary supplements, medical foods, nutritional bars, and beverages. The company conducts human clinical trials that support the optimization of performance and health, through the use of safe, research-based, bioactive ingredients that the company's internal R&D team discovers, creates, and patents. Nutrition 21 sells these patented ingredients to more than 100 major pharmaceutical, food, and supplement companies worldwide, where they are used in successful consumer-facing product brands. The Nutrition 21 portfolio currently includes Nitrosigine®, Chromax®, Velositol® and Lepidamax™ in addition to a robust pipeline of new products set to roll out in 2019.

About the Role

The Director of Marketing will be responsible for leading, innovating and executing distinct marketing strategies across Nutrition 21 and its collection of branded ingredients. This position requires someone who is comfortable operating as both a thinker and a doer, and is willing to jump right in, take charge and elevate the team's marketing efforts across all relevant channels.

Reporting directly to the President of Nutrition 21, the Director of Marketing will work closely with R&D and Sales team members to identify key business development opportunities and execute integrated strategies to drive sales performance and company profitability.

Job Responsibilities

- Establish the company's annual marketing plan, including setting strategies, establishing launch initiatives, and creating goals to align with and support the company's forward growth
- Manage and maintain all Nutrition 21 communications platforms, including: the corporate website(s), social media properties, email campaigns, press release calendar, content and customer communications
- Act as the sole liaison between trade and consumer publications for print ad submission, editorial contributions, accounting needs and overall media planning

- Manage outside agency partner(s)/vendors to develop marketing assets across the Nutrition 21 business unit including, but not limited to: PR outreach, video animation, sales deck development, infographics, advertisement concepts, website development and content creation/management
- Plan, execute and manage the company's annual trade show presence(s) + correlating events
- Set and manage the company's overall quarterly and annual marketing budget

Qualifications

- Bachelor's degree required, advanced degree in business is a plus
- 10+ years of marketing experience required
- A creative thinker driven by data with a passion for strategy and content development
- Strong marketing acumen, with hands on experience managing advertising campaigns and product launches; knowledge of the B2B ingredient market is a plus
- Motivated with a strong knowledge of digital marketing and specific web platforms including, Google Analytics, LinkedIn, MailChimp, Facebook, Instagram and Twitter
- Experience and comfort with managing multiple vendors and negotiating outside vendor agreements
- Excellent verbal and written communication skills necessary to effectively present, explain, negotiate and monitor projects
- Proficient in Microsoft Word, Outlook, PowerPoint, Excel and other MS office programs
- Strong creative, conceptual, and problem management/solving skills
- Strong prioritization skills and the ability to multitask are a must
- Entrepreneurial and small business experience is a plus