

## Director, Trade Marketing

HQ: New York, NY with team members in Tulsa, OK; San Juan, PR; and Charlotte, NC.

### About Cleancult

Cleancult was built to fix all of the dirty problems with cleaning. By making natural cleaners that actually clean, with ingredients you can actually understand, in the first ever paper packaging in the industry (milk cartons rather than plastic bottles), Cleancult is redefining clean. Named an IAB Top 250 Consumer brand in its first year of launch, Cleancult is positioned to be the quickest growing better for you consumer brand in the country across retail, DTC, and Amazon. For every customer who joins the Cleancult, we're removing over 44lbs of plastic from the world.

### About The Role

The Director of Trade marketing is responsible for driving sales and market share growth for the brand in all retailer and brick and mortar channels in North America . These channels include club, natural, home, mass, and drug channels with retailers like Target, Meijer, Kroger, Albertson's, CVS, HEB, Costco, BJ's and Canada. Through a mix of strategic planning, tailoring of national programs, creation of retailer specific programs, and successful execution in-store, online and omni-channel, this role will drive growth nationwide.

The role will also utilize existing DTC marketing strategies and cohort analysis to create "pull strategies" with our key retail partners and high impact geographies. The Director will report directly to the CSO and work closely with marketing/growth experts within the company.

### Key Responsibilities: Strategic Planning for Brand at Retailer

- Provide support to the Chief Sales officer and VP of Sales and create the strategy including launch support and seasonal integrated calendar
- Develop mix of tactics that strengthen brand relevance, meets sales goals and is consistent with brand and retailer strategies
- Exhibit strong understanding of all drivers of business performance (including quantitative and qualitative data) to consistently optimize strategy and execution

- Partner with field, KAM team, and CRM to develop best in class knowledge of consumer base
- Collaborate with Brand e-commerce team to develop strategies and execution tactics for B&M ecommerce platforms to deliver outsized growth and gain share
- Help drive the integration of bricks and .com, working to evolve the business and service models at both bricks and .com to fully capitalize on the strengths of each channel
- Work closely with the Retailer teams for B&M, .com, and marketing to further integrate strategic objectives, sales objectives, and marketing planning to capitalize on potential synergies Drives Retailer-Specific and Field-Driven Programs
- Be point for the development of retailer presentations/interactions with respect to marketing and promotions, with the goal of generating retailer support and superior execution of programs in store
- Develop test and learn in-store marketing programs Leads / Supports Co-op Planning
- Oversee Co-op Print Advertising Ops Process Leads Business Analysis and Monitors KPIs for Effective Allocation of Marketing Resources
- Make analytically supported recommendations to influence sales performance
- Measure marketing program effectiveness via regular monitoring of KPI's Qualifications
- Use all data resources including IRI, Nielsen, Retailer POS, internal DTC data, etc. to review the business on a monthly basis
- Key input to sales presentations – specific to account promotional strategies
- Review opportunities and propose key events that will spur higher sales for the brand
- Work directly with our broker partners on development of promotional programs
- Work with retailer and CPG based app-based platforms (ex. iBotta)
- Develop relationships with retailer and CPG marketing agencies; evaluate and recommend platforms that will deliver the best ROI by retailer, channel and geography

## About You

- 8+ years marketing related experience
- College Degree with focus on Marketing
- Requires strong oral and written communication skills, as well as interpersonal capabilities with internal functional groups as well as with external partners
- Must have ability to think strategically and to conceptualize and implement new ideas
- Exhibit strong analytical skills and detail orientation with strong problem solving capabilities
- Have facility to identify, prioritize and adjust to multiple needs
- Prestige beauty and department store experience
- High in initiating change, strategic thinking, persuasion, and response to negativity
- High degree of proficiency in working with numbers and quantitative analysis
- Brand management experience is a plus
- Managing a brand ambassador program, a plus
- Previous work experience with major retailers: Target, Meijer, Kroger, Albertson's, CVS, HEB, Costco, BJ's and Canada

## Compensation & Perks

Compensation & Perks We offer competitive start-up rates with access to substantial equity upsides and an opportunity to work with executives from top companies including Method Products, Babyganics, Candid, Google, Barkbox, and more.

Perks include:

- Working directly with a world class sales team
- Ownership of the entire B&M in-store marketing execution and strategy
- A competitive salary and equity options
- High-quality cleaning products - an unlimited amount!
- Benefits and flexible vacation policy