

ChopChop is hiring!

Job Summary:

ChopChop Kids seeks a full-time Marketing Manager superstar to play an integral part in a growing team. We are looking for an enthusiastic, data-driven individual who shares our commitment to providing tools for building essential life skills through the medium of food and cooking.

Working closely with ChopChop's Founder, business development and creative team, the role of the Marketing Manager is to communicate the organization's mission, to build awareness and to generate leads through marketing initiatives. This is a unique opportunity to lead the marketing and communications efforts for a growing, mission-driven organization.

Primary responsibilities include, but are not limited to:

- Develop and execute consumer and B2B marketing plans to drive awareness and generate leads among a diverse audience of families, educators, healthcare providers, corporations, libraries, funders, government agencies, and media.
- Work with public relations agency to define an overall PR strategy and execute campaigns that will result in increased brand visibility.
- Work collaboratively with business development team to develop marketing and sales tools to support sales and partnership marketing goals.
- Develop and oversee a comprehensive digital marketing strategy, including social media, mobile marketing, paid search and social PPC campaigns.
- Working closely with content manager, develop an email marketing strategy and flawlessly execute email campaigns to grow email lists, segment lists and nurture leads.
- Develop a multi-channel content marketing strategy and collaborate with the content manager and editorial team to develop relevant content to meet the needs of consumers and key stakeholders.
- Work with ChopChop's Test Kitchen manager to promote Test

Kitchen events throughout the year.

- Oversee 3rd party agency in developing and maintaining websites, landing pages and a mobile app.
- Measure and optimize all marketing initiatives using marketing analytics reports, social media dashboards, and Google Tag Manager.

The ideal candidate will possess the following:

- 5+ years of marketing/communications experience.
- Outstanding communication skills with the ability to collaborate in a fast-paced environment.
- Excellent organization skills and able to work independently.
- An entrepreneurial attitude and knows “just how to figure things out.”
- Strong analytical skills with an eye for good design.
- Bachelor’s degree or equivalent work experience in marketing and communications.
- Experience with Google Adwords, Google Analytics, Drupal, Mailchimp, and all social media platforms.
- Passion and strong understanding of ChopChop’s mission.
- Background in nonprofit donor marketing/fundraising a plus.
- Experience in B2B publishing a plus.

What you’ll get from us:

- 4-day workweek for a healthy work/life balance
- Generous vacation time, including December break between Christmas and New Years
- Great office space and state-of-the-art Test Kitchen just outside of Boston (MBTA accessible and free parking)
- Cookbooks, magazines, food, and equipment giveaways
- Regular taste tests in the Test Kitchen
- Amazing co-workers
- Best of all: the opportunity to make a difference in the lives of families

To apply: submit a cover letter and resume

to jobs@chopchopmag.org

About ChopChop Kids

ChopChop Kids is a not-for-profit educational resource organization whose mission is to inspire and teach families to cook and eat real food together. ChopChop Kids is dedicated to providing tools for building essential life skills through the medium of food and cooking. ChopChop Kids includes a diverse and inclusive family of products for children, parents and older adults. In addition to our award-winning magazines and cookbooks, our brand includes digital content, cooking curricula and hands-on cooking classes. To learn more, visit www.chopchopmag.org