



Bay State Milling Job Description

Job Title: Field Marketing Manager
Department: Marketing
Reports to: Director of Strategic Marketing
Location: Minneapolis, MN; Quincy, MA; or remote (within 30 miles of major metro airport)
FLSA Status: Salaried Exempt
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SUMMARY:

The Varietal Solutions Business Unit (“VSBU”) at Bay State Milling Company is a recently formed division tasked with commercializing identity-preserved, more nutritious versions of plant-based ingredients. The BU has a formative strategic role within Bay State Milling to build new capabilities and approaches for creating demand of specialty ingredients—including nutrition science, consumer insights, branding, and breeding. As such, much of what the VSBU undertakes is pioneering to generate awareness for these category-defining new offerings. In short, the VSBU is creating and scaling ingredients today that will power the next generation of healthier consumer products tomorrow.

As a critical member of the VSBU Commercial team, the Field Marketing Manager is primarily responsible for implementing the marketing strategy of the VSBU. A key feature of this role is the ability to effectively partner with members of the Sales teams and customer organizations to deliver the VSBU product value propositions and improve our overall commercial success. This is a highly visible and dynamic position, requiring frequent travel and on-the-ground engagement with prospects and current customers.

This role will be a member of the VSBU commercial team, reporting to the Director of Strategic Marketing and working closely with other members of the VSBU marketing team, as well as with Sales, R&D, Business Development, Supply Chain and Finance functional teams.

ESSENTIAL DUTIES AND RESPONSIBILITIES *include the following:*

- Collaborate with Sales and Biz Dev to prepare and deliver new business pitches for VSBU products.
- Perform market analysis (consumer insights, scan data, competitive intel, trends, etc.) as due diligence when preparing for customer meetings and presenting product concepts.
- Create and deliver finished product concepts (virtual and physical mock-ups), often in conjunction with R&D and Sales, to demonstrate the efficacy and relevance of VSBU ingredients.
- Actively manage, and be personally responsible for, a set of pipeline opportunities with a focus on transitioning prospects through each buying stage and ultimately converting them to purchase.
- Use and interpret VSBU customer segmentations to efficiently target appropriate prospects, determine service levels, and inform forecasts.
- Generate content in the form of selling materials, advertising campaigns, email marketing, pitch decks, white paper, blogs, website copy, etc. Work with external agency partners according to agreed priorities to guide projects, review/approve content.

- Be able to deliver basic technical selling using Jobs To Be Done framework, protein and fiber analyses, and breeding and cultivation practices.
- Contribute to—and sometimes oversee—event participation, including industry trade shows, speaking engagements, consumer activations.
- Support, as needed, retail product marketing activities for Flourish Fiber from the Farm all-purpose flour (not a primary focus of this position).
- Provide training and communication instruction to internal stakeholders about new marketing and selling content.

ALLOCATION OF TIME:

- ~50% travel

QUALIFICATIONS: *To perform this job successfully, and individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- Superior ability to represent Bay State Milling with professionalism, integrity, and diplomacy.
- Skilled in the ability to communicate information and insights internally and externally in a clear, concise manner—verbally and visually using available internal, social and digital platforms.
- Outstanding written and verbal communication skills, as well as design sensibilities and experience working with creative agencies.
- At least 8 years of direct experience with food marketing—whether B2B specialty ingredients, consumer products, or ideally both.
- Proven ability to deliver data-driven recommendations and analysis and apply them in clear, compelling manners.
- Demonstrated ability to influence a variety of stakeholders, including functional and cultural backgrounds, seniority, and internal/external.
- In-depth knowledge and understanding of social media, digital platforms and email marketing, with demonstrated ability at leveraging these for B2B purposes.
- Ability to work independently and within a cross-function team to effectively handle multiple projects and influence stakeholders while driving toward competing deadlines.
- Basic financial literacy (e.g., balance sheet, P&L statements) and a grasp of supply chain and product manufacturing fundamentals.
- Detail-oriented and big-picture strategic thinker, adept at project management and budget oversight.
- Strong organizational skills, able to juggle various priorities in a dynamic, fast-paced environment while also at times being a strong independent contributor able to thrive with autonomous decision-making.

ADDITIONAL QUALIFICATIONS:

- Experience in the food industry promoting new-to-the-world products.
- Pricing expertise.
- Experience using syndicated data sets like Nielsen, IRI, Mintel, etc.
- Experience with multimedia and video production.
- Experience in agriculture.

EDUCATION AND EXPERIENCE:

- Bachelor's degree in business, marketing, or related field
- Minimum of 8 years of applicable professional experience in sales, marketing, product line management or brand management.

LANGUAGE SKILLS

- Fluent in English.
- Ability to communicate effectively in verbal and written formats is critical.
- Working fluency in Spanish preferred.

OTHER SKILLS AND ABILITIES

- Fluent in Microsoft office programs.
- Ability to network and extract information from sources.
- Experience with account-based marketing preferred.
- Experience with website development/html, creative content (e.g., Adobe) preferred.

PHYSICAL DEMANDS: *The physical demand described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- Ordinary ability to see, hear and speak.
- Ability to travel domestically and sometimes internationally.
- Ability to set up marketing backdrops, carry materials, and perform basic physical tasks when attending events (sitting, standing, walking, lifting, pushing, pulling, kneeling, crouching).

WORK ENVIRONMENT: *The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- Primarily an office environment, either remote or at a Bay State Milling facility.
- Comfortable with performing business needs while traveling.
- May be exposed to manufacturing conditions (noise, dust) at times during travel.