



Skipper Otto

Job Description

Marketing Manager Skipper Otto Community Supported Fishery

About Skipper Otto Community Supported Fishery

Skipper Otto Community Supported Fishery is transforming the way seafood is produced, consumed, and valued in Canada. Skipper Otto connects BC fishing families to seafood-loving home-cooks across Canada with a seafood subscription program of completely traceable, sustainable, and delicious seafood. Founded in 2008, Skipper Otto was the first Community Supported Fishery in Canada, one of the first in the world, and is currently one of the largest CSFs in the world.

Skipper Otto is a great place to work, and our growth makes this a fantastic time to join us! We have a strong, supportive team with a growth mind-set and a culture of positivity, creative problem solving, collaboration, and fun. We value people, communities, creative problem solving, and environmental and social justice.

Learn more about us at: www.skipperotto.ca

Who are you?

You know marketing and love telling stories for a brand you believe in. You have worked with or within marketing agencies and you know that collaboration coupled with a guiding vision can lead to great results. You believe in what data driven marketing can do in a direct-to-consumer business. You are detail oriented, self-motivated, and comfortable in the day-to-day while still connecting everything to the big picture. You take ownership and the buck stops with you, but you are not a lone wolf: you are great at motivating others and a strong communicator. Your partners and co-workers trust and respect you because you have clear expectations and are empathetic with their challenges. You lead by example. You are an active listener. And you are excited about learning and working in an impact-driven company with a passionate team toward a shared vision for a more just and sustainable world.

You likely also have:

- 5 or more years of experience in marketing strategy and campaign management for a b2c company
- a drive for results, with experience driving sales and other KPIs through performance/ growth marketing
- experience managing teams and agencies to develop and execute on cross channel promotions
- experience building engaged audiences on social media, email, and other digital channels
- ability and experience using data driven marketing to guide decision-making and strategy
- a degree in marketing, communications or a related field
- familiarity with and an interest in the local food movement, sustainable food systems, and/or fisheries
- experience with project management software like Asana or similar
- an ability to juggle multiple tasks and re-prioritize quickly and as needed

Skipper Otto encourages individuals with diverse and varied lived experiences but who do not neatly check all the above qualifications to apply.

About the Role

The Marketing Manager is a role that leads and manages the external communications and marketing initiatives aimed at existing members and prospective members. The role oversees all work with Skipper Otto's marketing agencies and is the individual responsible for ensuring the fulfillment of the company's objectives while remaining on budget.

Specific Responsibilities

The Marketing Manager will:

Marketing Strategy

- Collaborate with the COO, CEO, the marketing agencies, and the Member Services Manager on annual marketing plans, budgets, editorial calendars, and communication plans.
- Develop effective, goal-driven multi-channel marketing campaigns including paid marketing, organic channels, promotions, and more.
- Set targets based on KPIs and ensure all marketing activities are measurable and on brand.
- Gather and report all marketing campaign results and adapt future strategies based on learnings
- Propose and drive the development of new features and updates in the members-only online store.
- Review competitors' marketing and communications and look for best practices in the field in order to keep Skipper Otto current and competitive.

Agency & Partner Management

- Manage all agency related activities including day-to-day communication, strategy oversight, and hiring/training as needed
- Oversee the delivery of the tasks in the marketing plan and ensure initiatives are within budget and delivered on time.
- Liaise with marketing agencies to ensure website, email, digital marketing, PR, and all advertising activities are delivered as planned.
- Work with the PR agency to find and pitch opportunities for press.
- Support the acquisition and maintenance of Community Partners by providing cross promotional opportunities.

Member Communication

- Manage member communication from strategy through to execution.
- Create and maintain the editorial calendar for email communications with members.
- Create email content for member emails and send emails based on order and sign-up deadlines. Collaborate with the Operations and Member Services teams to ensure communications capture all relevant info.
- Ensure email lists are properly updated and segmented so that members get pertinent and timely communications.

Social Media Management

- Manage agency in development of organic and paid social media strategy, and oversee execution and reporting.
- Work with agency partners to create and approve relevant stories and posts on Facebook, Twitter, and Instagram.
- Engage with and grow audiences on all social media platforms.

Maintain Communication Assets

- Ensure the CRM, the website and email platform share data in a way that optimizes them for tailoring messages to members.
- Ensure product labels are accurate and in keeping with the current branding and storytelling guidelines.
- Lead on changes to the WordPress website and oversee the work of agency partners on development of landing pages for specific ad campaigns.
- Create/approve content for the blog on the website to keep the site current and relevant.

Budget

- Manage full marketing budget including setting it for the year, and keeping track of expenses throughout.
- Ensure activities take place on time and on budget.
- Review spending to ensure that funds are spent wisely and that metrics for return on spending are created and compared across campaigns.
- Review agency spends and approve them for payment.

Responsibilities are likely to change over time based on the company's growth.

In all areas of responsibility – the Marketing Manager will be expected to consider new ways of managing the growth of the company. The systems that have taken Skipper Otto to this stage of its growth are unlikely to be the same ones that will work as it continues to grow.

Salary, Benefits and Perks

- The annual salary is dependent on experience and will be in a range between \$72,000-\$80,000/year
- Three weeks paid vacation plus a week or more of paid break at the end of December each year
- After 3 months employment, enrolment in a full benefits plan
- Policies that include top-ups to some of the unpaid leaves in the BC ESA
- Up to \$500 annually towards professional development
- Free and discounted seafood
- Rewarding and engaging work in a company that values work life balance. Expected additional benefits rolling out over the coming 12 months.

Position Details

- Fulltime, salaried 40 hours/week
- Flexible work hours are possible
- Skipper Otto maintains private offices in a dynamic co-working space in Kitsilano, Vancouver. These offices are shared by multiple team members. This position can be structured in various ways to meet the needs of the employee including a combination of working in the shared office and/or a work-from-home office arrangement.
- The position will begin in late September or early October but a start date can be delayed for the right candidate.

How to Apply

- Please e-mail a cover letter and resume detailing your experiences, qualifications, and interest to our COO, Chris Kantowicz at info@skipperotto.ca.
- Clearly refer to the position title in the subject line of the email.

- Attach to the e-mail a single PDF document that contains your cover letter and resume and ensure your name is included in the file name. For example:
“BobMarley_MarketingManager.pdf”
- Please apply at your earliest convenience. We will start reviewing applications after Sep 12th and until the role is filled.
- Successful candidates will be contacted by email. While we thank everyone for their application, only those selected for an interview will be contacted.