



## Kodiak Cakes Job Opening

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### Shopper Marketing Manager (or Coordinator)

Kodiak Cakes  
Park City, Utah

#### Who are we?

Kodiak Cakes is a small, fast-growing natural foods company located in the scenic Rocky Mountains of Park City, Utah. Our journey with food began by restoring the whole grain tradition of flapjacks from the American frontier. In the process, we discovered that high quality foods closer to nature are not only more wholesome, but far more delicious and packed with clean energy. We rely on that clean energy from nature to fuel our active, outdoor lifestyle in the mountains.

We make the best-selling (and best-tasting!) whole grain flapjack mix in the nation, and also sell baking mixes, gourmet syrup, oatmeal, and granola at a large variety of retailers (<http://www.kodiakcakes.com/store-locator-map/>). Our brand is growing immensely with fast-turning items, growing distribution, and a robust innovation pipeline across multiple categories. We need to build our team with more people that share our passion for the outdoors, bring valuable industry experience, thrive in an entrepreneurial culture, and want to make an impact on the front lines of the food revolution. We believe that eating real food closer to nature, getting active outdoors, and preserving local nature will bring back that old, balanced partnership with the wild that our forebears forged out on the frontier. We embrace the spirit of the Kodiak – a pristine wilderness with a rich ecosystem – and we rely on that spirit of the Kodiak to inspire the work we do, the food we eat, and the way we play.

#### What will this position do?

This new position on our marketing team will lead shopper marketing strategy and initiatives across our retail channels. The role will look for ways to accelerate awareness and purchase for the Kodiak Cakes brand across a variety of touchpoints both in-store and out-of-store in conjunction with our customer accounts. It will work closely with our sales force to design shopper marketing strategies and execute plans that closely align with our brand strategies and goals to meet shopper and retailer needs.

Responsibilities include:

- Increase brand awareness, trial, and loyalty through shopper marketing
- Craft the shopper marketing strategies for the brand

- Build shopper marketing plans customized by retail account to find and reach the Kodiak Cakes shopper
- Assess and leverage retailer shopper marketing and loyalty programs
- Manage relationships with key shopper marketing contacts at retail accounts
- Experiment and lead innovation in shopper marketing methods
- Build partnerships with influencers and brands to create compelling shopper marketing programs
- Provide and analyze performance reporting to assess shopper marketing activity
- Manage in-store display, shipper, and POS programs
- Manage price promotion plans for the brand
- Build launch plans at accounts with new and expanding distribution
- Assist sales teams with customer meetings, presentations, and relationships

## **What are we looking for?**

We need someone with deep experience in marketing communications that can easily navigate the shopper/in-store marketing environment and collaborate across both our marketing and sales teams. Both strategic and tactical expertise will be crucial to thrive in this role.

It is important that this candidate thrive in our small, entrepreneurial company culture where change is constant, growth is immense, and opportunities abound. We need someone who can work independently with ease and manage a complex workload with limited supervision.

### Required:

- Bachelor's degree
- 4-8+ years of experience (2-4+ years for Coordinator-level) in marketing, preferably in shopper marketing, PR, and/or marketing communications
- Superior writing and communications skills
- Experience managing creative partners to create content
- Strategic mindset for crafting the right plans to win
- Passion for executing remarkable work
- Comfort with using data to communicate results and refine strategies
- Strong ability to manage multiple long-term and short-term projects
- Intense hunger to learn and develop
- Urgent bias for action to get things done when opportunities arise
- Strong people skills and able to effectively manage conflict in a conciliatory way
- Ability to be flexible and work with ambiguity in a self-directed way

- Strong fit for the Kodiak Cakes brand culture of active, outdoor lifestyle

Preferred:

- Natural foods industry experience
- Committed advocate of natural and organic foods
- Relationships with shopper marketing key contacts at multiple retailers
- Experience working with and managing agency relationships

### **How can I apply?**

Please apply for this position by sending your resume and a brief note introducing yourself to [jobs@kodiakcakes.com](mailto:jobs@kodiakcakes.com).

### **What else do I need to know?**

This role is based in our headquarters near the ski slopes and mountain trails of Park City, Utah. It reports to the Brand Marketing Director and will also work very closely with the VP of Marketing. It offers competitive compensation and benefits that include health/vision/dental plans, 401k match, relocation assistance, active lifestyle benefits, all-you-can-eat flapjacks, flexible vacation, maternity/paternity leave, and a variety of other Kodiak-unique perks.

The future of food is whatever our generation decides it will be. We are committed to creating wholesome, natural, authentic food with superior taste to fuel a healthy, active lifestyle. We feel encouraged by some of the wholesome trends in food today and believe that with a concerted effort we can make an enormous impact in building momentum for natural, better-for-you foods. If you feel inspired in this same journey, we invite you to apply to join our team and leave your legacy on the future of food.

