



Based in Boulder, CO, Purely Elizabeth is a high-growth natural foods company focused on creating products using elevated, nutrient-rich ingredients. Their award-winning products include granola, oatmeal, and cereal. Founded in 2009 by Elizabeth Stein, a certified holistic nutrition counselor, the company is dedicated to helping consumers thrive on their wellness journey.

Associate Brand Manager Job Description

Purely Elizabeth is seeking a highly motivated Associate Brand Manager to join our dynamic marketing team and support key initiatives to build the brand, grow market share and achieve financial objectives. This role reports to the Senior Brand Manager.

ROLES + RESPONSIBILITIES

- Analyze syndicated POS data and evaluate marketing campaign data/results for performance, insights and recommendations.
- Support Sr. Brand Manager in executing shopper marketing plans, from campaign set up, coupon development, asset development and post-analysis.
- Manage marketing budget in close collaboration with Marketing team and Finance, including reporting, reconciliation and ongoing process improvement.
- Lead bi-weekly marketing campaign/go-to-market meetings, creating agenda, updates, next steps across marketing department including brand, Ecommerce, Social/Partnerships/PR, Creative. Assist Sr. Brand Manager in Agency meetings.
- Manage and update Marketing Calendar.
- Lead portfolio management projects including but not limited to packaging graphics updates, minor renovations, new pack sizes.
- Serve as the voice of the brand through data analytics and reporting such as performing consumer/competitive analysis, monitoring key performance metrics and managing ad-hoc requests.
- Assists in writing and development of product briefs, product line one pagers, and key brand messages for marketing materials with a lens on consumer, brand priorities and business opportunity.
- Collaborate with key cross-functional partners including Social/Influencer, DTC/eCommerce, Sales, Project Management, Supply Chain, Finance to execute a variety of projects.

REQUIREMENTS

- Bachelor's degree required, MBA highly preferred.
- 3-5 years brand marketing experience required, CPG industry highly preferred.
- Strong analytical and reporting skills with proficiency in SPINS/IRI/Nielsen, MS Excel and PowerPoint.
- Detail oriented and experienced in follow-through and completion of projects.
- Curious, self-motivated, initiative-taker.
- A passion for analysis, storytelling with data, and arriving at actionable insights.

- Strong quantitative sense, data management, problem-solving, time-management, and organizational skills.
- Excellent written and verbal communication skills in one-on-one and group settings.
- Demonstrated interpersonal savvy. Ability to influence others, navigate the organization and build relationships across teams.

COMPENSATION AND BENEFITS

- Annual salary with opportunity to earn annual bonus.
- Three weeks paid time off.
- One month of holiday time off.
- Health, dental and vision insurance plans with significant employer contribution towards employee premium.
- Voluntary additional coverage such as life and AD&D, critical illness, accident, short- and long-term disability, legal services and more.
- 401k plan with dollar-for-dollar company match up to 3%.
- Half-day Fridays in Summer and Winter.
- Quarterly team building events.
- Twice annual in-person all-team summit.

TO APPLY: Please email resume and cover letter to casey@purelyelizabeth.com.