



Marketing Manager

Marketing - FT

Who we are:

Saalt empowers people to care for their periods in a healthy and sustainable way. We do this by creating high-performance products and stigma-breaking branding that engage customers and communities, pioneering the way to bring sustainable, clean period care to the mainstream consumer. Saalt invests in women and communities across the globe through period care donations, and by funding scholarships and life skills training to change generations.

As a certified B Corp, we strive to be the change we seek in the world, conduct business knowing that people and planet matter, and aspire to use business as a force for good to benefit all. We create modern reusable period care without the toxins, the chemicals, and the wrappers you throw away every month. We commit to do more with less, make deliberate choices about our bodies, and believe everyone should know what their cervix is.

Our growing team based in beautiful Boise, Idaho. www.saaltco.com

The Challenge:

Saalt is looking for a full-time Marketing Manager to manage the Marketing team and maximize every consumer touchpoint with our brand by working with our creative and social media teams. This role will focus on making the Saalt brand ubiquitous in the clean period care industry through innovative and progressive marketing campaigns across our marketing platforms. Saalt supports a healthy work/life balance. Great benefits including health dental, vision, hearing, life.

What you'll do:

- Plan and carry out monthly and seasonal marketing campaigns surrounding new product launches, promotional events, influencer campaigns, and corporate impact initiatives.
- Effectively communicate the ROI of all marketing campaigns and engagements.
- Accountable for continuous analysis of competitive environment and consumer trends.
- Work closely with the creative team to create and maximize creative assets across all marketing platforms.
- Enable the sales team to meet their online and retail objectives by providing them with appropriate tools, materials and presentations.
- Collaborate with product development team to define and coordinate marketing materials and campaigns for new product launches.
- Manage our social media presence and direct programs to improve social media engagement and recognition.
- Document processes and SOPs to improve team efficiency and train new hires.

What you'll need to succeed:

Technical:

- Social Media Marketing Channels
- Adobe Suite of Creative Products
- SEO
- Office Applications
- Slack
- Data analysis tools
- Presentation tools

Experience and Behaviors:

- Proven success in the marketing field
- Positive Influence
- Building Effective Teams
- Measuring and Managing work
- Effectively Manages up
- Decision Quality
- Delegation
- Humble and Teachable
- Strong Team contributor
- Strong and timely communicator, written and verbal
- Embraces Change

At Saalt, we immerse our team in an exceptional work environment with opportunities to learn and grow. You will be surrounded by colleagues who are committed to ensuring your success. If you're looking to make an impact on the world, Saalt is the place for you.