

Director, Brand and Consumer Marketing

Foster City, CA

Position Summary:

Reporting to the VP, Marketing this position is responsible for the development, planning and implementation of all consumer marketing programs to drive sales growth to drive revenue growth across all retail channels.

Responsibilities:

- Lead the planning, organization and implementation of the brand marketing plan including advertising, promotion and PR activities.
- Define and execute a best-in-class digital marketing plan across all relevant platforms that results in successful demand generation for FRS products.
- Lead the product and packaging innovation agenda to develop best-in-breed products with a strong competitive advantage. Successfully execute several new initiatives currently in the pipeline; drive awareness, trial and rapid adoption.
Build deep consumer empathy by understanding consumer trends relevant to the business, as well as the market and competitive dynamics.
- Leverage PR and word-of-mouth as a key brand building and demand driving lever. Provide direction for FRS's communications efforts in order to communicate corporate and brand messages in a compelling and creative manner to trade and consumer media.
- Maintain and build a motivated and effective team, ensuring their growth and increasing contributions to the company.
- Manage external agency relationships; develop and maintain metrics to assess the effectiveness of these relationships.
- Manage the marketing budget and marketing mix, with an emphasis on ROI-enhancing programs to create brand awareness and consumption.

Experience/Qualifications:

The Director, Brand and Consumer Marketing will be a dynamic, forward thinking, marketing professional with an exceptional track record. The successful candidate will have a minimum of 8 to 10 years of professional experience combined with the demonstrated ability to serve as a leader and strategist in an entrepreneurial, high growth and successful business. The ideal candidate will possess the following professional qualifications:

- Extensive marketing leadership experience in a well-regarded consumer-facing organization, preferably in food and beverage or an FMCG company. Additionally, prior experience in a start-up environment is highly desirable.
- Strong digital and experiential marketing background.
- Track record partnering closely with the sales organization in order to support sell-through efforts.
- Experience expanding and fully leveraging existing strategic and customer partnerships to elevate and enhance the FRS brand.
- Extensive experience developing and implementing go-to-market strategies for new product launches.

- Business acumen, professional credibility and leadership/communication skills required to represent customer requirements to cross-functional teams.
- Proven track record of planning, monitoring and delivering tactical marketing activity with a focus on ROI.
- Strong leadership skills with a proven track record of developing others.
- Bring a roll-up-your-sleeves 'garage' mentality and thrive in a fast-paced, entrepreneurial environment.

FRS is located about 25 miles south of San Francisco. We offer a competitive salary, as well as medical, dental, vision coverage and all the healthy energy products you want.

About The FRS Company

Founded in 2004, The FRS Company is the developer and distributor of FRS® Healthy Energy®, a line of health, wellness and performance offerings. All FRS products are fueled by Quercetin™, a powerful all natural antioxidant found in fruits and vegetables, that helps unlock your body's natural energy. FRS ready-to-drink cans and select additional products are currently available at GNC, Rite Aid and Vitamin Shoppes nationwide, at grocery and convenience chains, in bike and specialty stores as well as online via FRS.com and Amazon.com.

FRS recently signed an exclusive agreement with PepsiCo to distribute the entire FRS product line nationwide. More information can be found at www.frs.com.

Qualified candidates should send your resume to careers@frs.com. No attachments please -- send your resume in the body of your email as attachments will not be opened.