



## BRAND COORDINATOR

### Job Description

[Wilders](#) is actively seeking a Brand Coordinator to add to our growing team! This opportunity is perfect for someone entry-level who wants to step into the sales, marketing, and branding world and experience the [WILD](#) side of North Carolina Agriculture. As part of our expanding team, you will support our initiatives by creating and fostering more extensive brand awareness and customer loyalty. You will bring to life the Wilders brand through different styles and techniques, from catchy sales content, to emotional storytelling, and trendy social posts.

The primary focus of the Brand Coordinator will be centered on brand awareness through coordinating content calendars, creating marketing collateral, and curating content for social media, email campaigns, and websites. However, did we mention that this position is more than just an office gig? That's right, you will get a chance to stretch your legs and get out of the office, experiencing first-hand how the farm and our markets operate. The Brand Coordinator is also responsible for acting as point on market operations from working the event itself to creating "go lists", and organizing supplies.

We are a family-owned, entrepreneurial business that is mission-driven and results-oriented. Our hope is that the right person can jump right in, letting their creative spirit coupled with a will to win flow into everything they do. Our ideal candidate is highly motivated, ready to take on any task, with a passion for digital content and project management.

This is a full-time, in office position. Your regular weekly schedule will be Monday through Friday, along with rotating market weekends (two a month) with the rest of the Wilders team. The team will work to coordinate schedules in advance to ensure a good work-life balance.

### Job Responsibilities

- Follow company brand standards
- Implement digital marketing strategies
- Coordinate and implement content calendars
- Curate content for social media, blogs, email campaigns, websites, and other marketing collateral
- Monitor and report on digital content performance to strategize future campaigns and promotions
- Connect with customers by working Wilders markets and other events including farmers markets and pop-up shops
- Plan and coordinate promotional events both internal and external
- Assist with customer experience and engagement through our customer loyalty program and online database
- Assist with all WILD brand swag initiatives internally and externally

## Qualifications

- Associate's or Bachelor's degree in business, ag business, public relations, marketing, communication or related field
- Must have a valid driver's license
- Digitally savvy with social media, Canva, Wordpress, Google Suite, and Klaviyo experience
- Prior experience with eCommerce software like Shopify
- Excellent verbal, written and editing communication skills. Capable of crafting engaging content for blogs, social media, or other collateral
- Excellent interpersonal skills with a customer service mindset
- Ability to work in a fast-paced environment, learn quickly, and be a hands-on team player
- Highly organized with initiative and ability to simultaneously manage multiple projects at a time



## Why Work For Us?

Here at Wilders, our mission is to impact and develop our employees and those we do business with each and every day. We are only able to achieve our mission by living out our Core Values. Our Core Values provide us with a clear understanding as to what our culture is all about - Will to Win, Intentional Adaptability, Live Compassionately, and Disciplined Execution.

Our Core Values are built on the foundation of Faith and Family. Our Faith in God guides us; to believe the best in each other, value family, and love our community.

## Perks & Benefits

- Company Outings: We've never been able to get into the "all work and no play" concept. We'll frequently cut out early and go do something fun. Many of our larger events are pre-planned and already on the calendar.
- Community Volunteer Opportunities: One of RiverWild's core values is "Live Compassionately". We take time throughout the year to get connected with and come alongside our local community.
- Health Insurance: We offer health insurance to all RiverWild employees and their eligible dependents.
- Retirement Program: Saving for your future is important and RiverWild will match your contributions up to 4%.
- Paid Time Off: We offer a competitive PTO program for our employees.
- Wilders Discount: All employees receive a 25% discount on all meat and produce products from Wilders Farm.

## Compensation

Compensation will be discussed in the interview process based on experience and skill level.

## Apply Today!

If this sounds like a good fit for you, please email us your cover letter and resume to [jobs@theriverwildteam.com](mailto:jobs@theriverwildteam.com).