

Job Title: Marketing Lead – Companion Animals
Reports to: Marketing Manager

Native Microbials is a growing biotechnology company based in San Diego, CA.

About Native Microbials

Native Microbials is a leader in advancing the animal health and nutrition industry through advanced science. Harnessing a proprietary technology platform that decodes the microbial ecosystem in and on animals, Native is able to create and deliver world-class products for animals, from animals. With headquarters in San Diego, Native Microbials maintains multiple field and production operations worldwide. Visit NativeMicrobials.com to learn more.

The Position and You: We are looking for a passionate, entrepreneurial, detail-oriented, data-driven and animal-loving team player to join us as our Marketing Lead – Companion Animals. You've worked at startup and have been part of building a direct-to-consumer brand from the ground up. You're a well-rounded marketer with knowledge of how to grow a brand through community building, on-brand content creation, and a hybrid of organic and paid growth strategies. You're comfortable working in a fast-paced environment with ambiguity and a lot of cross-functional work. You're excited about science and translating that into better products.

Primary Responsibilities:

- Develop and execute comprehensive 360° marketing strategy
- Define and own key growth metrics, create dashboards, analyze data, and share learnings
- Identify new strategic acquisition channels and growth opportunities
- Serve as a cross-functional partner for our internal and external teams and undertake other responsibilities as needed

Required Qualification and Experience:

- Minimum Bachelor's degree in Marketing or related field
- Hands-on experience overseeing marketing at an early-stage consumer startup, including:
 - Strategy - 360° marketing plan, marketing calendar, and timelines
 - Brand - influencer marketing, content marketing, social media and community building
 - Growth - ecommerce, email marketing, SEO, affiliate marketing, and paid ads
 - Extensive knowledge of Google Analytics and ability to set marketing KPIs and share data/insights in a clear and actionable way
 - Experience with project management and product launches
 - In-depth experience with ecommerce (Shopify and Amazon knowledge is a plus)
 - Experience translating strong science to a non-scientific audience
 - Growth mindset, humility, and passion to build a brand from the ground up

Job is located in San Diego, CA. Relocation will be considered.

Native Microbials Biosciences is an Equal Opportunity Employer

