

Job Title: Marketing Manager
Report to: Chief Revenue Officer

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](https://www.NativeMicrobials.com) to learn more.

The Position and You: We are looking for a Marketing Manager who is highly analytical, creative, and has a passion for marketing. She/he is ready to hit the ground running, has a customer first mindset, enjoys working in a fast growing and high paced environment, and operates with a sense of urgency to get complicated jobs done quickly.

Primary Responsibilities:

- Build and Implement strategic marketing capabilities in the business - develop the strategic marketing and technology plan and capabilities that drive growth for our customers and partners. This includes a brand strategy with a robust portfolio offering and the execution of tactical marketing (i.e. people, positioning, product, pricing, packaging, place, promotion) across the business that translates into financial results. Manage the species and customer matrix as demonstrated by increased market share.
- Customer focus – work closely with the sales and field teams to develop relevant brand and channel strategies to serve and grow with our customers, manage a winning product portfolio and drive foot traffic with the incorporation of consumer and marketplace trends which will be measured by market share growth.
- Presence – work closely with external marketing agency to ensure continuity of product positioning, brand messaging, and industry awareness (e.g. conferences).
- Other duties as needed.

Additional Accountabilities:

- Challenge the status quo of “how things work” in the feed additive industry to knock down barriers to grow the business faster than any feed additive ever has
- Analyze results to quantify the impact of marketing spend against key business metrics to inform asset allocation decisions and process improvement areas
- Maintain master calendar of major marketing and/or cross-functional initiatives
- Coordinate planning, goal setting, and performance analysis for the Marketing team across consumer, food service, retail, insights and international teams

Required Skills:

- Bachelor’s degree required; MBA helpful but not required.



- 5+ years of demonstrated expertise in marketing in the B2B animal nutrition, health, food, agriculture, or technology space.
- Experience launching new products and creative outside of the box thinking is a must.
- Comfort pushing the status quo and being willing to make mistakes.
- Demonstrated ability to be highly collaborative across the organization and influence cross functionally while at the same time having a strong presence with customers, partners, and key stakeholders
- Demonstrated success using data and insights to drive programs
- Strong communications skills both verbal and written

Benefits:

- Health Insurance
- Paid Time Off
- Paid Holidays
- Wellness Program