

## ***REBBL Shopper Marketing Coordinator***



### **Who We Are**

REBBL was lovingly crafted to inspire the world to drink differently, with clean ingredients and real functionality, and to support a future without exploitation of at-risk people and the planet – a rebellious approach to creating delicious, authentic nourishment. Our goal is to consciously grow a performance-driven, best in class team that shares our REBBL hearted values: We care about our team, community and environment. We champion and celebrate justice, equity, diversity and inclusion, embodying a spirit of warmth and belonging where everyone is welcome. We communicate honestly and transparently, building trust and having fun. We collaborate and encourage creativity and innovation to surprise and delight our consumers and customers. As owners, we hold ourselves accountable for driving results. Our behavior reflects our scrappiness, our passion for winning and our ability to do more with less.

### **Commitment to Impact**

Based out of Emeryville, California, REBBL was founded to create an innovative business solution to help communities vulnerable to human trafficking. REBBL has donated over \$2 million to Not For Sale, our co-founder and nonprofit partner, to help create a future without human trafficking and support the healing of those who have been trafficked. We are deeply committed to supporting human dignity through impact sourcing and supply chain integrity. Through initiatives with our grower communities, we strive to stop trafficking before it starts. REBBL is not only a Certified B Corp, but in the top 10% of all B Corps. Our coffee and tea are Fair Trade certified. We are founding members of OSC2 (One Step Closer to an Organic Sustainable Community), Climate Collaborative and JEDI (Justice, Equity, Diversity, Inclusion) Collaborative. For more information on REBBL's impact

initiatives, see our Impact Report (2018) and documentary REBBL With A Cause.

### **What We're Looking For**

REBBL is actively searching for a Shopper Marketing Coordinator to join our Marketing team. The Shopper Marketing Coordinator will be responsible for coordinating all aspects for shopper marketing from working Instacart reps, managing clearing houses, to retailer endemic programming.

### **Duties and Responsibilities:**

- Work with our marketing and sales teams to develop shopper insights, set objectives, create the strategy, develop & execute the plan, and track and report success
- Manage listings, performance and planning for Instacart, Shipt, and other eGrocery platforms
- Coordination and deployment of coupons, both physical and on digital platforms
- Managing in-store visual promotions, such as shelf talkers, clings, etc.
- Manage the production and distribution of all retailer assets including retailer toolkits, in-store collateral, demo collateral, and experiential activations
- Coordinate retailer specific social media campaigns and paid digital programs
- Maintain a good standing relationship with our Clearing House
- Coordinate and log the sending of samples to buyers and account customers
- Manage the quality of content on key retailer PDP pages, keeping specs and dims up to date
- Think strategically and creatively to break the conventions of shopper marketing to deliver a better consumer experience

### **REQUIRED**

- 3+ years of experience working in shopper marketing or retail marketing for food and beverage brands
- Experience in consumer insights and the ability to leverage them to build highly engaging, consumer-first retail marketing that drives results
- Highly organized, fluent in Microsoft Office
- Good understanding of social media and digital marketing

- Familiarity with TPM software a plus