

Job Title: **Digital Storyteller**  
Department: Marketing  
Reports to: Communications Manager  
Prepared Date: 9/14/17

## **POSITION SUMMARY**

In 2004, we introduced the 27oz Klean Kanteen onto the market to give people a better option than plastic and lined aluminum bottles: a safe, healthy, lightweight, reusable bottle free of Bisphenol A (BPA) and other toxic substances. In those early days, Klean Kanteens were shared with people at music festivals, environmental fairs, outdoor recreation events and other sorts of gatherings. Now we're ready to share our message with an even broader audience worldwide! That's where you come in. We're looking for a **Digital Storyteller** to connect the dots between our facilities and our target customers. We want to be a natural part of their conversations, driving sales through promotional activities across digital media channels. This is a unique opportunity to help tell the story of our family-owned and -operated business in Northern California, dedicated to providing affordable, safe, high-quality products to encourage health, sustainability and environmental awareness.

This position is for hire starting after [date].

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

### *Key Activities:*

Social and Digital Guru – You pride yourself in moving effortlessly between digital media, ensuring seamless integration across social, digital and email properties. With our sights set squarely on a new generation of customers, we rely heavily on your keen insights into consumer behavior, media usage, audience trends and the impact of different communication methods. Klean Kanteen wants you to work with our internal and external partners to recommend strategies for attracting and retaining customers, increasing brand recognition and maintaining satisfaction and loyalty.

- Manage industry-leading social media presence and related promotional efforts.
- Advance Klean Kanteen's use of email as a customized and targeted marketing platform.
- Influence an editorial calendar, content curation and update of brand and promotional websites.

Content Creator – Established, well-funded companies competing for our customer's attention means the noise in the marketplace is more distracting than ever before! Lucky for us you understand that in order to remain relevant today a brand must constantly be creating content. The short-life nature of digital media channels means that you are engaged every day, capturing the behind-the-scenes and lifestyle footage that emotionally connects our audience with their [new] favorite brand.

- Shape communication of the brand story through display, video and other digital means.

- Interpret brand positioning and storytelling strategies to create natural conversations across social, digital, email and related media.
- Support public relations efforts for brand launch, event sponsorship and media inquiry/outreach.

**Analytics Leader** – When everyone else runs away from the tasks of business math, tracking and measurement, you step up with the tools and experience to help prove the ROI of marketing spend. You enjoy conversations with stakeholders that begin with, “can we prove the ads made us money,” and, “if I only knew a little more about the customer.” The numbers are just something that come naturally, and you have mastered the art of performance communications/reporting to all levels of the organization.

- Promote a listening and learning environment by conducting data gathering and analysis; benchmarking industry and competitor activity; reporting on trends and activities; and making actionable recommendations.
- Manage a digital media marketing budget. Optimize and report performance of targeted media placement. Develop tools to help forecast future performance.
- Serve as the expert on the connected customer, creating digital personas/profiles to help elevate the organization’s understanding of the audience.
- Crack the code to show causality between digital promotion and retail sales and you will GUARANTEE yourself a seat at every planning meeting!

## **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- This role is based in Chico, CA.
- Bachelor’s Degree or equivalent. A degree in journalism, psychology, business studies, communications, media studies, marketing or management can be particularly helpful.
- Experience: 1 year in a professional marketing role, preferably in a social or digital capacity.
- Great communicator in both verbal and written form, must enjoy giving presentations.
- Highly conversant in brand storytelling strategy with a basic understanding of all media available to build a brand, including advertising, social media, digital, events and public relations.
- Experience negotiating rates with media sales companies preferred.
- Successful track record managing multiple projects, partners and budgets.
- Proficient in Microsoft Excel with proven analytics ability, reporting media performance, ROI, trends and seasonality and related insights to Marketing team and executive management.
- Self-starter with ability to anticipate needs and initiate activity in support of business goals.
- Superior project and time management skills. Project management certification a plus.
- Must be comfortable working in a small, family-run environment and stay calm under pressure.
- A passion for the outdoors is preferred, including closely following the efforts of our peer group.
- Must be willing/able to travel up to 10% for consumer research, sales conferences and in-market activity. Must be able to lift 50 pounds without assistance.