



About Reboot with Joe

Founded by Joe Cross after the phenomenal success of his documentary Fat, Sick & Nearly Dead, Reboot with Joe is a health and wellness company that offers community, content, services and tools to support, educate, and inspire individuals to lose weight and improve their health and vitality by incorporating juicing and a plant-based diet into their daily lives.

Job Title:	Director of Marketing
Reports to:	Managing Director, Reboot USA

Position Summary:

- Work with marketing consultant (Acting CMO) to translate the marketing, publicity and branding strategy into an executable marketing plan.
- Managing all marketing initiatives and the day-to-day marketing activities of Reboot with Joe.

Essential job functions: (Duties include but are not limited to the following):

- Create and oversee day-to-day marketing plan for Reboot with Joe media and consumer products; including but not limited, to filmed content, website, social networks, online community, books, services, and live events.
- Build strong relationships by working closely with the marketing departments of Reboot with Joe business partners.
- Develop and maintain marketing collateral for products, events, services, and movie launches for use internally and by Reboot with Joe partners. These materials may include press releases, pitches, recipe cards, additional editorial/promotional content, ads, and staging for appearances and events.
- Support Acting CMO with publicity including identifying opportunities, writing pitches and press releases, contacting content partners.
- Work with Acting CMO to develop marketing strategies for new lines of business as they emerge.
- Work with team members to ensure that materials and content are on-brand and consistent with the marketing strategy.
- Coordinate all promotions, events, speaking engagements and happenings around the world for Joe Cross and Reboot with Joe.
- Continually assess marketing, promotional and public relations needs of all areas of the organization.
- Manage outside creative and editorial vendors and consultants.
- Work with Advertising team to cultivate advertisers and creating sponsorship opportunities.
- Contributor to ReboowithJoe.com and Reboot with Joe social media.
- Develop and oversee promotional events.
- Create and maintain KPI indicators for marketing activities.
- Manage marketing budget.

Key Relationships:

- Joe Cross, CEO
- Acting CMO
- Breville marketing team

Supervisory Relationships:

Marketing & Communications Assistant

Requirements:

- Work will be performed in the NYC office of Reboot with Joe.
- The nature of this role requires the Director of Marketing to be available for international calls, often outside the company's office hours (M-F, 10-6).
- Must have 5+ years working in marketing and communications for a \$5-\$20 million business. Experience in the development and implementation of events, branded content and consumer promotions.
- Experience with a lifestyle or health & wellness brand a plus.
- International experience a plus.
- Must be passionate about health and wellness.
- Exceptional interpersonal, communication, and presentation skills.
- BA or BS required.