



## **MARKETING MANAGER, FOOD**

VICE is a global youth media company and the industry leader in producing and distributing the best online video content in the world. Launched in 1994 as a punk magazine, VICE has expanded into a multimedia network, including the world's premier source for original online video, [VICE.COM](http://VICE.COM); an international network of digital channels; a television & feature film production studio; a magazine; a record label; and a book-publishing division.

VICE's digital channels include Noisey, a music discovery channel; The Creators Project, dedicated to the arts and creativity; Motherboard, covering cultural happenings in technology; THUMP, focusing on global dance and electronic music; and Fightland, a channel dedicated to the culture of MMA. VICE acquired British fashion publication i-D in 2012 and re-launched i-D's digital presence at [i-D.co](http://i-D.co), a video-driven fashion site. In 2013, VICE launched a news-magazine series on HBO titled 'VICE.' The Emmy nominated series is commissioned for a second season, scheduled for 2014. For further information and additional background, please visit [www.vice.com](http://www.vice.com).

## **OVERVIEW**

VICE Media is seeking a full time Marketing Manager to lead the digital marketing strategy for MUNCHIES, a new website and digital video channel from VICE dedicated to food, the global culinary experience, and the diverse voices that are pulling us forward: chefs and home cooks, makers and consumers, the politics and policies of food, "front" and "back of house" restaurant life, news, and culturally significant indicators in our modern world. The Marketing Manager candidate should already exist at the intersection of food and culture online.

## **ROLES AND RESPONSIBILITIES**

1. You must understand and be passionate about modern food culture and its evolution, and have already worked in the industry in some capacity.
2. Oversee the activation and success of the platform, new marketing campaigns that you will help ideate and bring to life, and daily content.
3. Content and platform marketing experience is necessary and will be an important function of this position.
4. Develop original initiatives, ideas, collaborations, and publisher partnerships that are designed to elevate the MUNCHIES brand as an industry leader.
5. Proactively monitor the health of the site, mitigating any-and-all foreseeable road bumps.
6. Oversee the creation and accuracy of all internal and external reporting.
7. Actively manage and report on multiple budgets to executive and local teams.
8. Confidently set goals for new initiatives and is accountable for beating them.

## **QUALIFICATIONS**

1. Bachelor's Degree in a relevant field
2. At least 3 years experience in digital strategy or social marketing



3. Hands-on experience using and acting on data collected from Google Analytics, and social platform-native analytics dashboards is a must
4. Genuine understanding of and passion for food culture and how this zeitgeist has inspired an exploding media obsession
5. Superior organizational, interpersonal and management skills
6. Absolutely must have an entrepreneurial spirit, relentless work ethic, inquisitive approach to everything, and an insatiable desire to be a part of a growing and creative digital department and business.

#### **COMPENSATION**

VICE offers a comprehensive benefits and compensation package that is commensurate with experience and abilities.

#### **HOW TO APPLY**

Send a detailed PDF version of your cover letter and resume with salary requirements by email to [vicecareers@vice.com](mailto:vicecareers@vice.com). Reference “**Marketing Manager, Food** ” in the subject line. Only resume in PDF format will be considered.

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