



Trout Insights, INC
Minneapolis, Minnesota

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Brand Manager / Head of Marketing

In this exciting role, you will be an early hire at a fast-paced and quickly growing software company in the outdoors space. As our first marketing hire in a direct-to-consumer startup, we are looking for this role to cover many areas; you will need to be good or capable at many things, likely not an expert at one thing. If this excites you, read on!

The Company:

TroutRoutes is a software company that helps anglers explore trout streams in the United States. Our customers are passionate fly fishing and trout fishing enthusiasts who love to explore and leverage digital maps and tools to enhance their angling experience. We are a small team based in Minneapolis, Minnesota. We do not have an office yet, but we plan to in 2022 and are looking forward to a collaborative in-person team experience.

Your Responsibilities:

The three key areas, in order or priority, will be performance marketing, communications, and brand/creative. Each are broken down below.

1) Performance Marketing:

Responsible for all **advertising** and **partnerships**:

- Responsible for budget allocation, performance tracking, content and technical implementation for all digital advertising.
- Our digital advertising channels currently include social advertising (FB/IG), google paid search, traditional print advertising, audio and podcast advertising. Understanding and being able to navigate these advertising platforms is key.
- Responsible for all paid partnerships, including identifying and executing creative partnerships for creative channels like Youtube and tiktok.
- May be responsible with developing key partnerships with fly fishing stores and professional guides as well.

2) Communications:

You'll be responsible for all of our **social media** channels. Specifically responsible:

- for creating an engaging online presence with meaningful posts, community engagement, and relevant content.
- engaging with online partners for growing audience
- timely engagement with all inbound

You'll be responsible for our **email marketing** initiatives, including everything from creating captivating email campaigns, emailing newsletters, creating cohort-specific content, making announcements on product features, etc.

You may be responsible for our **customer support**, which primarily includes our inbound customer support email channel.

You may be responsible for developing **written content** for our website (ie **Blog**) that can be emailed to our audience. This could be your writing or partner content that you manage.

3) Creative and Brand

- In this role you will be responsible to support above two activities including any creative work needed. This may include photography and videography creation and editing, basic graphic design, etc.
- In this role you may be asked to facilitate improvements to our branding, messaging and other aspects of establishing our brand standards.

Your Qualifications

- Bachelor's degree or equivalent in Marketing
- 3+ years' brand management or marketing experience with specific experience in some (not all) responsibilities listed above.
- Demonstrated ability to wear many hats and learn quick. Passionate and capable in the startup environment.

What we offer:

- Culture: We offer an incredibly exciting, flexible and fun working environment; a software startup working to digitize the fly fishing and outdoors space. You will often find yourself working with other talented and passionate individuals who love the outdoors, and often in the field working with content creators, anglers, and small business owners in the industry.
- Duration: At this time we are exploring both contract-to-hire (6mo +) and direct-to-hire options. This is a full-time role.
- Salary: Depending on experience with an annual salary between \$50,000 and \$80,000.

- Benefits: We do not have benefits at this time, hopefully soon.

- Timing: We would love to have this role filled by July 15th.

How you apply:

Submit resume to Trout Insights, Inc today by emailing your resume and cover letter to Zachary Pope (zpope@troutinsights.com)