

**Employer: Timeless Seeds, Inc.**  
**Location: Ulm, MT**  
**Job Title: Marketing Specialist, Full Time**

### **Company Background:**

Timeless Seeds, Inc. was founded by four organic farmers in 1987 to promote regenerative agriculture via organic cropping systems' contributions to greater soil health and biodiversity.

We have evolved into one of the region's most dynamic and creative certified organic food companies, sourcing from dozens of certified organic family farmers who grow unique varieties of premium quality lentils, chickpeas, and heirloom grains for our Timeless Natural Food® brand.

Our products are fully processed in our SQF Level II Food Safe Certified facility and shipped throughout the world. Our customers include natural food stores, restaurants, natural food distributors and food manufacturers on four continents.

Timeless Seeds, Inc. is a strong advocate for the Triple Bottom Line of People, Planet, and Profit.

### **Job Description**

#### **Overview:**

At Timeless, you will be a marketer, strategist, copywriter, analyst, and customer service rep—sometimes all in one day. The Timeless Marketing Specialist is “The Voice of the Customer,” helping them along their buying journey. We are looking for a leader – somebody bold and confident who can drive a successful marketing program and make great things happen.

Throughout all customer contacts, you will demonstrate a fundamental understanding of everything from the production, preparation, and nutritional quality of Timeless products to our target markets, distribution channels, farmer networks, and more.

From the beginning, Timeless has been about the dedicated organic farmers who grow food the right way, but most of our consumers are unaware of our story, not to mention its depth and richness. It's a story our audience is hungry for, and we believe is the secret to unlock massive growth for the next chapter of Timeless. Your job will be to bring that story to life strategically by understanding our target audience and finding the right moments to land the right Timeless message in a compelling way. To do so effectively, you will also need to understand what makes our products special (i.e., our farmers, their farming practices, and cooking and nutrition of pulses and heritage grains) to our markets, consumers, and audience.

#### **Marketing Responsibilities:**

- Build marketing programs to support specific marketing objectives across different channels and segments in support of our overall strategic marketing plan; communicate

the marketing plan across the company; develop business cases for marketing programs at the proposal stage; and make recommendations on marketing strategies and tactics.

- Work with the CEO and others to develop a clear marketing strategy that will focus all marketing activities around a clear target audience and clear objectives with measurable KPIs.
- Consumer Insights: As the heart and soul of our marketing strategy, the marketer will build a clear target consumer persona, size of the audience, and a plan for on-going, obsessive learning of that audience.
- Reporting: Track success of marketing programs in meeting the strategic objectives & KPIs, and develop and execute a reporting program that enables ongoing marketing program optimizations and informs strategic updates.
- Determine, develop, and maintain relationships with strategic partner entities, including non-profits, governmental agencies, and independent contractors, consultants, and vendors, that can improve awareness of Timeless Natural Food or increase sales of Timeless' products.
- Lead the development & execution of marketing programs and ad campaigns, monitor pertinent metrics, evaluate the success or failure of marketing programs to achieve their stated objectives, and rectify deficiencies through practical solutions within budgetary constraints.
- Prepare and monitor the marketing budget on an annual, quarterly, and monthly basis.
- Manage event participation including conferences, trade shows, and public appearances.
- Manage the development and distribution of marketing communications materials, including product sheets, sell sheets, and other printed or digital material.

### **Education and Experience:**

- Minimum of 5 years of marketing experience.
- Bachelor's degree in business, marketing, journalism, public relations, or related field
- Strong computer skills using Microsoft Office, including Excel.
- Ability to create and maintain a large personal/professional network and community of interest.
- Knowledge and curiosity of climate, environmental, and nutritional/dietary issues.

### **Knowledge, Skills, and Abilities:**

- Highly motivated, exceptional self-starter
- Ability to work independently and as part of a team
- Passionate about good food
- Resilient and adaptable to changing environments and situations
- Articulate
- Creative
- Courteous
- Persistent
- Problem solver

**Compensation:**

- Salary
- Vacation/sick leave
- Medical, Dental, Vision, LTD, Life Insurance
- Retirement program w/company match

**Working Conditions:**

- Full-time position
- Travel required: Approximately 10% of time (additional travel may be assigned).
- Ability to occasionally lift up to 35 pounds.

Please send cover letter, résumé, and links to media portfolio to [info@timelessfood.com](mailto:info@timelessfood.com)

Equal Employment Opportunity is a fundamental principle at Timeless Seeds, Inc., where employment is based upon personal capabilities without discrimination on the basis of race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, age, veteran's status or disability when the reasonable demands of the position do not require an. age, physical or mental disability, marital status, or sex distinction. Discrimination will also not be tolerated under any other protected characteristic as established by federal, state and local laws.

**Please send your application to: [info@timelessfood.com](mailto:info@timelessfood.com)**