

Branded Content Manager

For more than 30 years, the James Beard Foundation has championed chefs and other culinary professionals while highlighting the centrality of food culture in our daily lives.

Through the James Beard Awards, unique dining experiences at the James Beard House and around the country, scholarships, hands-on learning, and a variety of industry programs that educate and empower leaders in our community, the Foundation has built a platform for chefs and asserted the power of gastronomy to drive behavior, culture, and policy change around food.

To this end the Foundation has also created signature impact-oriented initiatives that include our Women's Leadership Programs aimed at addressing the gender imbalance in the culinary industry; advocacy training through our Chefs Boot Camp for Policy and Change; and the James Beard Foundation Leadership Awards that shine a spotlight on successful changemakers.

As an organization we are committed to giving chefs and their colleagues a voice and the tools they need to make the world more sustainable, equitable, and delicious for everyone.

The Branded Content Manager will be responsible for creating engaging native content that aligns corporate sponsors and funding partners with JBF programming and events that meets both Foundation and partner objectives. This position will report to the Content Manager and will be based in Flatiron, NYC.

Responsibilities:

- Work with sales and sponsor management teams to determine content objectives for sponsors and other partners
- Develop marketing plans for sponsored projects and contribute to overall JBF marketing strategy
- Execute approved sponsored posts on website, social media, and in newsletters
- Manage onsite social media coverage for sponsored events
- Provide marketing toolkits for sponsors for events and programs
- Stay up to date on best practices in branded content and content marketing
- Track and update analytics to be shared with sponsors
- Update brand media kit with potential brand opportunities
- Join sales and sponsor management calls and meetings

Requirements:

- 3 + years relevant experience working with branded content at an agency or in-house
- Excellent time-management and organizational skills
- Ability to think creatively and strategically
- Excellent project management skills
- Understanding of and experience working with multiple social media platforms

- Tech savvy, proficient in Microsoft Suite including Excel and PowerPoint, and Mac Keynote
- Outstanding verbal and written communication skills
- Detail-oriented and efficient
- Team-oriented with a willingness to contribute where/as needed
- Interest or experience in culinary industry

There are many benefits to a career at the James Beard Foundation. In addition to working to promote a good food world through thought leadership, education, and advocacy, JBF offers its employees a dynamic work environment with benefits including medical, dental, life insurance, 403(b), and generous paid time off. Additional perks include TransitCheck, discounted health club memberships, and eight complimentary passes annually to dine at James Beard House.

At the James Beard Foundation, we enjoy working in a team-based environment and value the benefits of a diversified workplace. JBF is an equal opportunity employer and does not discriminate based on age, citizenship, color, creed, physical or mental disability, ethnicity, family responsibilities, gender identity and expression, sexual orientation, marital status, race, religion, veteran status or other unlawful factors with respect to employment. JBF is committed to the maintenance of a drug-free workplace and ensuring compliance with Drug-Free Workplace Act of 1988.

Please submit your resume and cover letter with salary requirements to hr@jamesbeard.org. Please include Branded Content Manager in the subject line. Qualified candidates will be contacted by phone and/or email.