



Kuli Kuli Digital Marketing and Communications Coordinator

Kuli Kuli is a rapidly growing startup at the intersection of consumer packaged goods (CPG) and social change. We are creating an international market for *Moringa oleifera* to improve the livelihoods and health of women and small farmers in the developing world. We sell healthy products made with sustainably sourced moringa from family owned and women-run cooperatives all over the world. Our products are carried in hundreds of grocery stores and sold online on [Amazon.com](https://www.amazon.com) and [kulikulifoods.com](https://www.kulikulifoods.com). Kuli Kuli's mission is to create a world where everyone has access to nutritious sources of food, and malnutrition only exists in history books. We've been featured on [MSNBC](#), [NBC](#) and in [Fast Company](#) for our unique products and compelling social mission.

We are looking for a creative and dynamic Digital Marketing and Communications Coordinator (DMCC) with a passion for social change and healthy living to join our team. The DMCC will take part developing our multifaceted digital marketing and communication strategy. He/she will be responsible for implementing the strategy which includes content, influencer, e-mail marketing and ecommerce. Additionally, the DMCC will execute our communications and PR programs including press outreach, beautifully written op-eds, and speaking engagements.

Responsibilities

- Key ecommerce programs including e-mail marketing, promotions, content, SEO optimization, advertising, cross-marketing programs on [kulikulifoods.com](https://www.kulikulifoods.com), [Amazon.com](https://www.amazon.com), and more.
- Influencer and social media marketing
- Support PR efforts including press outreach, award applications, and speaking engagements
- Oversee our content marketing team and create quality content for our blog and digital properties
- Assist with events and customer marketing programs as needed

Required Skills/Experience

- Minimum 2 years experience in digital marketing
- Passion for sustainability, health, entrepreneurship, and global development
- Excellent writing ability
- A creative spirit
- Ownership work ethic
- Eagerness to learn
- Unshakable positivity
- Self-starter and problem solver
- Design and/or video production skills are a bonus

Hours & Compensation

Competitive compensation and performance bonuses provided. The full-time position is based out of our dynamic space near the beautiful waterfront of Lake Merritt in Oakland, CA. Perks include unlimited product, a gym membership, and regular team outings.



Application Instructions

Email your resume, cover letter, and at least one writing sample to jobs@kulikulifoods.com with your name and the position in the subject line like this, "[NAME] for Digital Marketing and Communications Coordinator." Applications will be reviewed on a rolling basis.