



## Brand Sourcing Manager

Nest is a New York City based 501(c)3 nonprofit committed to furthering global workforce inclusivity, gender equity, and cultural preservation through responsible development of the global craft sector. Through holistic programming, Nest is reimagining the future of work and advocating for the interests of overlooked artisan and maker businesses to advance gender equity and deepen economic inclusion for women and vulnerable populations in the United States and around the world. Through a comprehensive suite of programs, Nest supports over 1,600 micro and small businesses as they develop their operations to access meaningful market opportunities and achieve long-term success.

The Brand Sourcing Manager will be responsible for both driving use of the Nest Seal in market as well as leading all marketing opportunities pertaining to the use of the Nest Seal and/or Nest Sourcing at point of sale, online and through associated PR. The qualified candidate will serve as the bridge between Nest's brand/retail partners and the artisan/maker businesses from which they're sourcing, securing compelling assets and visuals for brand storytelling. This person will sit within the Communications & Advocacy team, reporting to Nest's Chief Communications & Advocacy Officer, and will collaborate cross-functionally to develop innovative programs and content that drives demand. As such they will effectively drive business development and outreach to achieve revenue and impact growth goals specifically related to the Nest Seal/Nest Sourcing. Candidates for this role should have a deep understanding of the industry, market and customer priorities, and established industry relationships to build the growth of the Nest Seal/Nest Sourcing.

Specific roles and responsibilities include, but are not limited to:

### **Brand Marketing & Communications (60%):**

- Manage the use of the Nest Seal and associated branding materials with brand partners for use at point of sale and online
- Optimize the use of the Nest Seal in all relevant communications through close collaboration with counterparts at Nest's brand partners
- Lead the creation and development of robust media kits that inform brand's storytelling efforts
- Work cross-functionally with Nest's Sourcing team and the Ethical Handcraft team to secure assets, impact metrics and artisan testimonials that can inform marketing & storytelling
- Create and write marketing materials for brands and retailers to use in relation to the Nest Seal of Ethical Handcraft (e.g. sales documentation, product videos, website copy, blog posts, landing pages, outreach emails) that resonates with customers while articulating the benefits of our Seal and its artisan impact
- Design and develop marketing collateral, presentations, sales materials, training materials, product one-pagers, webinars, case studies and other potential customer facing materials for brand and retail partners
- Support brand marketing teams with securing photo permissions and photography to execute brand marketing
- Work closely with communications colleagues and the brand and corporate partnerships teams to develop key messaging and value propositions for the Nest Seal of Ethical Handcraft for both corporate and retailer partners and, ultimately, their consumers

- Manage press releases pertaining to product launches bearing the Nest Seal or associated with Nest sourcing
- Liaise with Nest's PR team on deliverables related to press for products bearing the Nest Seal or stories related to the use of the Nest Seal in market

**Sales & Nest Seal Promotion (40%):**

- In collaboration with Nest's Chief Communications Officer, help develop and execute a long-term business development strategy specifically for the Nest Seal of Ethical Handcraft including identifying market and program opportunities, value proposition and go-to market strategies and plans
- Develop and manage the Nest Seal of Ethical Handcraft's program annual and quarterly goals, budgets and forecasts and achieve revenue and impact goals
- Work with existing brand partners to deepen their engagement with seal-eligible vendors within Nest's Ethical Handcraft program
- Identify new brand/retail prospects that are already sourcing from seal-eligible vendors within Nest's Ethical Handcraft program and have an opportunity to use the Nest Seal
- Nurture prospects through the sales funnel to convert them to licensees
- Streamline and optimize account management operations to drive efficiencies in regards to corporate Seal use. Implement strong processes and approaches that drive desired outcomes, including metrics and measurement tools

**Qualifications:**

- BS/BA in Marketing, Communications or similar field
- 5+ years of product marketing experience with at least 2 years of experience in sales enablement (e.g. sales teams materials, competitor analysis and customer-centric value propositions)
- Exceptional written and verbal communication skills and ability to sell ideas well through creative & innovative presentations
- Excellent project management skills
- Excellent people and management skills to interact with staff, colleagues, cross-functional teams and third parties.
- Ability to develop, organize, and maintain process documentation
- Ability to create, update, and maintain training documents
- Ability to work in a collaborative, cross-functional capacity
- Ability to effectively prioritize and manage time to address multiple responsibilities in a fast-paced, dynamic environment
- Metrics-driven and analytical; proven ability to prioritize, drive, and achieve results through self and others under time pressure
- Proficient in Microsoft Office, Powerpoint, Adobe, and project management tools (Slack, Asana, and Salesforce)

**Salary and Benefits**

Nest offers competitive salaries determined using nonprofit salary rate guides published annually in major US cities. The salary will ultimately be determined based on previous experience and geographic location of the selected candidate, with an expected range between \$55,000 to \$75,000.

Additionally, Nest provides an annual contribution of 10% of your salary directly into a SEP IRA retirement account on your behalf, with no matching required. For full time employees, Nest provides full medical insurance coverage (medical, dental, vision) and covers 50% of dependents. One vacation day is accrued each month (annual total of 12 days) plus an additional 20 pre-set PTO days are given which include holidays and a one week winter break at the end of December through New Year's Day. All travel costs, when required, will be covered by Nest.

**Instructions for Applying**

To be considered, please send your interest to [benita@buildanest.org](mailto:benita@buildanest.org) and we will send instructions for completing your application. The subject line should include your name and the position title.