

Director of Marketing @ Nucleate Cultivate

Roles and Responsibilities | Location: Remote | Updated on May 18, 2023

About Nucleate Cultivate

Nucleate Cultivate is dedicated to enabling the next-generation of graduate and undergraduate food and ag tech pioneers. Previously known as Cultivate Tomorrow, we are the first US-based student organization to create a hackathon regarding the challenges of the current cellular agriculture and precision fermentation landscape.

It all starts with the right team—a team that deeply cares about values, our community, and each other. We aim to change the future of cellular/acellular agriculture education forever.

As our Director of Marketing, you will lead efforts for engaging with the community, attracting interest in our initiatives, and managing Cultivate's social media presence.

This role would be approximately 5-8 hours per week.

Roles and Responsibilities

Key Outcomes

1. Ideating and pursuing innovative and new marketing and community building initiatives via social media.
2. Expanding our presence on social media platforms and collaborating with other relevant accounts to build following and influence (Instagram, Twitter, LinkedIn)
3. Coordinating with the Director of Operations and Program Leads to publish content that is relative to our brand image across social media
4. Maintain efforts to regularly engage with members of our past and future programs in order to gain user feedback on current pain points and value adds.
5. Work with Program Leads and Nucleate's marketing team for website upkeep

Sounds Like You?

- **Core Marketing Experience:** You have ideas for how to maintain community engagement and sow deeper relationships with people interested in collaborating with Cultivate. We encourage people to have writing, graphic design, social media, speaking, and/or any other content creation experience. We're looking for someone who is personable, empathetic, and overall great to talk to!

- **Creative content creator:** You are constantly coming up with exciting social media tactics to engage the community and create a more profound presence. You enjoy writing blog posts, creating graphics, and running fun promotional activities.
- **People-person:** You're a charismatic, extroverted, individual who loves getting to know people's stories and what drives them.
- **Detail-oriented:** You're able to notice inconsistencies in marketing or advertising strategies and can figure out how to address them.
- **Social-Media Active:** You are aware of social media trends and can build on them to promote our content and monitor engagement.
- **Ownership:** You take initiative to find solutions and focus on tasks that need to get done.
- **Food Tech Nerd:** You are passionate about the food and ag tech industry and want to immerse yourself in the field.