



PUBLIC RELATIONS/ COMMUNICATIONS MANAGER

THE 411

Boon Inc. and Keen Distribution are looking for a public relations manager who fits our company culture. We consider ourselves to be a group of fun, friendly, solution driven people and strive to create products that echo these attributes. This position will manage all corporate communications, product publicity and advertising in the U.S.

OUR THING

Our thing is problem solving and ingenuity, and simple yet effective design is our passion. Boon is a leading innovator, designer and manufacturer of infant and baby products. We are driven by a strong desire to create modern products that help simplify parent's lives while retaining their personal style. And 10% of Boon's profits are donated to benefit children's charities.

Keen Distribution, a sister company to Boon Inc., distributes a variety of children's products to U.S. retailers. Keen provides marketing support within the U.S. for each of its brands.

YOUR MISSION:

- Copywriting for all company marketing materials, social media, packaging, press releases, press kits and other public facing documents.
- Ability to convey Boon voice in all copywriting. (Peep out our product pages for a taste.)
- Coordinate all communications including company blog, email blasts, advertising, internal communications.
- Manage all aspects of company publicity and product placement in the media.
- Plan, manage and evaluate all paid advertising.
- Develop advertising campaigns, and work with creative team to develop messages with supporting visuals and copy.
- Participate in coordination and execution of trade and consumer show activities and all other events.
- Manage relationships with parent support group, charities and media.
- Evaluate product award opportunities, prepare award submissions and track media coverage resulting from awards received.
- Coordinate charitable giving program.
- Other Marketing related duties as assigned.

YOUR SKILLZ:

- 3+ years experience in public relations and advertising
- College degree required
- Copywriting experience (not the boring kind)
- Experience using AP style
- Understanding of public relations and media relations
- Social media and grassroots marketing experience

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- Strong communication skills, both written and verbal
- Experience with advertising creation, media purchasing and tracking
- Multi-tasking and organizational skills (can you say juggler?)
- Experience working as a part of a creative team
- Ability to manage projects and coordinate with others to complete
- Consumer product marketing experience a plus

This position will require some travel (frequent flyer miles!!!), ability to work evenings and weekends when necessary (all the red bull and coffee you can drink — ok, maybe just coffee!), and an openness to learn ribbon dancing (i/k.)

If interested, send us your resume and any writing samples you have at marketingcareers@booninc.com.

Check us out!
booninc.com
keendistribution.com

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