

Marketing & Merchandising Manager

Harvest Prime Foods | Hudson Valley, NY

Department	Reports To	Location	Type
Cross-Functional	Director of Business Development	Hudson Valley, NY (Hybrid)	Full-Time, Remote + occasional event/travel

About the Role

Harvest Prime is a growing food distribution platform built from the merger of three established Northeast brands. We're hiring a hands-on builder to lead the marketing and merchandising work that connects our buyers, our sales team, and our customers — across the website, the inbox, the food show floor, and everything in between.

This is a role for someone who wants real ownership early — not a narrow specialist seat. You'll produce the work that customers see and feel: the weekly buyer newsletters, the sales collateral, the food show booths, the social presence, and the merchandising story that runs through all of it. You'll partner with our buyers to translate what's coming in season into compelling campaigns, and work alongside our web and brand agency partners to keep the experience cohesive online and off.

It's a launching pad role: the person who succeeds here grows into a Senior Manager or Director seat as Harvest Prime scales — with comp and scope to match.

What You'll Own

Marketing Execution & Brand

- Produce weekly buyer newsletters that drive engagement and orders — owning the editorial calendar, design, and send across platform.
- Design and produce sales collateral, takeaways, product catalog, one-pagers, and product spotlights in Canva, Photoshop, or your tool of choice.
- Manage social media presence and digital storytelling across the brand.
- Build out Photo Studio processes and maintain a strong photo and content library that fuels every channel.

Merchandising & Buyer Partnership

- Meet weekly with buyers to translate market notes, seasonal availability, and vendor stories into newsletters, site features, and campaigns.
- Shape what we lead with, how we bundle, and how we tell the story of quality, origin, and seasonality.
- Own a merchandising E-commerce and UX experience through our Point of Sales System — *Pepper*

Event Marketing & Promotional Support

- Produce the marketing materials that bring promotional events to life — College Campus Banana Split Day, food shows, customer appreciation days, and local market activations.

- Design, print, and deliver event collateral, signage, branding, and promotional copy as requested by the sales team — supporting each event from the production side.
- Source and manage swag for the sales team to use in the field.

Sales Enablement

- Build pitch decks, product guides, and promotional materials the sales team will actually use.
- Partner with sales leadership to align marketing efforts with revenue priorities and account targets.

Digital Commerce & Systems (Growing Scope)

As you grow into the role, your scope expands into:

- Informing ecommerce UX and merchandising decisions alongside our web design partners — how products are categorized, surfaced, and recommended on the site.
- Becoming the power-user of HubSpot/Pepper for campaigns, lead tracking, segmentation, and reporting dashboards.
- Connecting the websites, *Pepper*, *HubSpot* and operational tools so data and content flow seamlessly.
- Co-leading a cross-functional Marketing Committee (Marketing, Leadership, Sales) to drive cohesive brand decisions across the business.

Who You Are

- **A hands-on doer with taste.** You can produce a newsletter, design a one-pager, and build out the materials for a food show booth — and they all look good.
- **Merchandising-minded.** You've seen how product, price, and story come together to drive a sale — and you're excited to own that across our channels.
- **Food-driven.** You know specialty food, you understand seasonality, and you speak the language of the chefs, buyers, and operators who make this industry run.
- **A builder, not a maintainer.** You're energized by greenfield — where processes are partial, and your fingerprints will be all over what gets built.
- **A responsive partner to sales.** You like turning around the materials the sales team needs to show up well at events — and you'll occasionally lend a hand on-site, but the work itself lives on the production side.

Experience We're Looking For

- 3–6 years in marketing, brand, content, or merchandising — ideally in food, foodservice, hospitality, specialty retail, or CPG.
- Strong design execution in Adobe Photoshop, or comparable tools.
- Experience producing newsletters, social content, and sales/marketing collateral end-to-end.
- Comfort working with CRM/marketing automation tools (HubSpot a plus, but trainable).
- Experience producing materials for events — trade shows, customer events, or hospitality activations.
- Marketing, Communications, Business, or related field — or equivalent experience.

Nice to Have

- Background in wholesale food distribution, foodservice, or specialty food.
- Photography, video, or social content creation chops.
- Exposure to ecommerce merchandising, site UX, or category management.

- Experience working with external agencies (web, brand, creative).

Compensation, Benefits & Growth Path

- Starting salary: \$60,00 - \$70,000 — full-time
- Performance review at 6 and 12 months with comp adjustments tied to scope, ownership, and committee leadership
- Hybrid role — Hudson Valley based with occasional in-person presence at events, food shows, and team gatherings
- Health, PTO, and benefits package details provided during interviews
- Meaningful influence on how a growing platform shows up to its customers

How to Apply

Send your resume plus 2–3 examples of work you're proud of — newsletters, flyers, social campaigns, event recaps, or anything else that shows how you think and execute. We care more about your work and your hunger than the bullet points on your resume.

www.harvestprimefoods.com | Hudson Valley, NY