

CNY Kiltz Health Brand Manager Job Description

Job Title: Brand Manager, Kiltz Health

Reports to: CEO

FLSA Status: Exempt

Summary: The Kiltz Health Brand Manager is a dynamic and strategic individual responsible for overseeing and expanding the Kiltz Health brand, encompassing Dr. Robert Kiltz's diverse portfolio, including Kiltz's Mighty Tribe online community, DoctorKiltz.com, a growing suite of Keto and Carnivore merchandise, books, podcast appearances, talks, conference appearances, the Kiltz Health supplements, and other health-related endeavors that dovetail with supporting CNY Fertility. This multifaceted role requires a passion for health and wellness, the beneficial impacts of keto-carnivore lifestyle, strong business acumen, and the ability to manage multiple projects simultaneously.

Required Duties and Responsibilities: (Additional duties may be assigned)

- **Brand Management:** Develop and execute a comprehensive brand strategy for Kiltz Health, ensuring consistency across all platforms and touchpoints.
- **Content Development:** Create engaging and informative content that supports Dr. Kiltz's Keto/Carnivore comprehensive wellness philosophies, including blog posts, social media updates, podcasts, videos, and other marketing materials.
- **Community Management:** Cultivate and manage the Kiltz Mighty Tribe online community, fostering engagement and loyalty among followers.
- **Strategic Growth:** Identify and evaluate new opportunities for brand expansion, including product development, partnerships, and market penetration.
- **Partnership Coordination:** Manage Dr. Kiltz's partnership opportunities, ensuring alignment with brand values and strategic goals.
- **Revenue Generation:** Develop and implement strategies to maximize revenue from the existing portfolio of content, merchandise, products, and supplements.
- **Innovation:** Continuously explore and implement innovative ideas to grow the brand and reach new audiences.

Qualifications:

- **Experience:** 3+ years of experience in brand management, marketing, or a related field. Experience in the health and wellness industry is a plus.
- **Skills:**
 - Excellent communication and interpersonal skills.
 - Strong project management and organizational abilities.
 - Creative and strategic thinker.
 - Ability to work independently and as part of a team.
 - Passion for health and wellness.

- Knowledge of Keto/Carnivore, and/or supplements, and/or fertility concepts is a plus.

Additional Considerations:

- Workday begins at 5:00 am Eastern, present and ready.
- It is required to be flexible, responsive, and available to the CEO's dynamic schedule
- This role requires a high level of initiative and self-motivation.
- The Brand Manager must be comfortable working in a fast-paced and dynamic environment.
- The ability to travel occasionally to support Dr. Kiltz's appearances and events may be required.

Education: Bachelor's degree in Marketing, Business, Communications or a related field.

Language Ability:

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of an organization.

Math Ability:

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Computer Skills:

To perform this job successfully, an individual should have knowledge of Microsoft Office, internet software and proprietary software. Computer skills include the ability to use spreadsheet and word processing programs at a highly proficient level.

Reasoning Ability:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Work Environment:

Overall, the work environment is stimulating and rewarding for those who thrive in a fast-paced, high-impact setting. It offers opportunities for growth and development, as well as the chance to make a meaningful contribution to the success of a mission-driven organization.

Fast-paced and Dynamic: The Brand Manager of Kiltz Health operates in a fast-paced and dynamic environment, where priorities and demands can shift rapidly. Adaptability and the ability to handle multiple tasks simultaneously are crucial.

High-Stakes and Demanding: The role involves working closely with the CEO and other leaders across the CNY and Dr. Kiltz portfolio. The ability to perform under pressure and maintain composure in challenging situations is essential.

Collaborative and Cross-functional: The Brand Manager The Chief of Staff interacts with a wide range of stakeholders across various departments and with external stakeholders, requiring strong communication, interpersonal skills, professional poise, and the ability to represent Dr. Kiltz and CNY philosophies in a range of settings.

Remote and In-Person: While the role primarily involves working remotely, occasional travel to be in person with the CEO to support growth of the Kiltz Health bran at Meat Ups, conferences, media appearances, is a plus. The ability to adapt to both remote and in-person work environments is important.

Professional and Respectful: The work environment is expected to be professional and respectful, with a focus on achieving shared goals and upholding the organization's mission.

Physical Demands:

Primarily Sedentary: The role primarily involves sitting for extended periods while working on a computer, attending meetings, and reviewing documents.

Occasional Travel: While travel is not mandatory, willingness and ability to occasionally travel domestically for strategic meetings or conferences is a plus. This would involve navigating airports, carrying luggage, and potentially spending long hours in transit.

Communication: The role requires frequent verbal and written communication, necessitating clear speech and hearing, as well as manual dexterity for typing and using office equipment.

In essence, the physical demands are typical of an office-based role, with the additional consideration of occasional travel. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.

Compensation and Benefits:

- Base Salary range: \$75,000 - \$95,000 plus opportunities for performance bonus
- Benefits include 401k, health insurance, life insurance
- Opportunity to work closely with the CEO and leadership team.
- Chance to make a significant impact in the wellness and health of others

- Opportunity to be creative in leading growth and innovation for Kiltz Health, LLC

I acknowledge that I have read this job description and have received a copy for my records.	
Employee Name:	
Date:	