



Market Innovation Program Manager

About Us

GreenWave is a nonprofit organization that is reviving coastal communities with a new type of regenerative ocean farming that uses zero inputs, has myriad ecological benefits such as carbon and nitrogen sequestration, and works to provide food justice and quality jobs in places that need it. GreenWave works with farmers to launch and scale their businesses through a mix of training and innovation. Our high-and-low touch training ranges from an online seed-to-sale Ocean Farming Hub and region-specific workshops to hands-on internships and participation in our farmer support network. Our innovation program works to scale markets and disseminate the latest farm, hatchery and blue tech design throughout our farmer network.

Job Description

GreenWave's Market Innovation Program picks up where our Farming Training Program leaves off, working alongside ocean farmers to ensure predictable, scalable demand for seaweed products. Through targeted research, pilots, and value chain coordination, we identify and overcome market barriers and open new sales channels for farmers across the United States. We are seeking a business-savvy systems thinker to take ownership of day-to-day market innovation programming and nurture the financial and logistical sustainability of the burgeoning domestic seaweed market. This is a multidisciplinary role that will require program management, relationship-building, writing, and teaching through technology, virtual meetings, and in-person visits.

This is a full-time remote position based in New England or Alaska. Occasional travel to New Haven, CT may be required for team meetings, training activities, and other events.

Responsibilities

- Identify the technological, financial, and human resources required to make GreenWave's Market Innovation Program strategic vision a reality; manage a Market Innovation Program budget as allocated by Directors
- Serve as Greenwave's subject matter expert for all things sales, marketing, and business development.
 - Develop written and video educational content for GreenWave's Ocean Farming Hub
 - Provide technical assistance to farmers and partners in GreenWave's network
 - Continually gather and integrate new findings, market research, and data analysis into GreenWave's Resource Library
 - Work closely with the Farmer Training Program Manager and Communications Coordinator to disseminate training materials, including presenting at webinars, workshops, and conferences
- Serve as Product Owner for the [Seaweed Source](#) digital tool, which facilitates connections between ocean farmers and prospective buyers



- Collaborate with the Platform Product Manager to build out and execute a product roadmap that achieves GreenWave's goals and metrics, including integration with Salesforce
- Review buyer applications, conduct screening interviews, and curate an action-oriented, values-aligned, properly capitalized network of buyers.
- Expand the community of farmers using the Seaweed Source; help farmers build compelling, informative profiles and in responding to buyer inbound requests
- Develop relationships with post-harvest processors, equipment manufacturers, and logistics providers. Stay abreast of industry news and developments.
- Advise the GreenWave farm team on sales opportunities for seaweed produced on the GreenWave farm, and facilitate market connections as needed.
- Engage with Blue Economy incubators and accelerators to influence the next generation of ocean-oriented start-ups

Desired Qualifications

- 5-10 years of business management experience, including at least one instance of working in or on a start-up
- Expert in business management, sales, and marketing strategies and tactics
- Working knowledge of physical goods supply chains, manufacturing and logistics
- Strong project and time management skills, ability to work independently to hit metrics
- Proficient user of Microsoft Office, Slack, and Google Suite; basic Salesforce familiarity
- Exceptional interpersonal and communication skills with diverse individuals
- Comfort working in a small, lean startup team, and wearing multiple hats when required
- Experience with oceans, aquaculture, agriculture, food systems, education, or technology would be beneficial but is not required

What We Offer

- Competitive nonprofit salary commensurate with experience
- Health and retirement benefits
- Generous paid vacation and holiday leave

How To Apply

Send your resume and cover letter to jobs@greenwave.org by February 6, 2022 with the subject line, "Market Innovation Program Manager". In your cover letter, please include a note telling us your favorite way to eat seaweed.

People of color, people with disabilities, veterans, and LGBTQ candidates are strongly encouraged to apply. GreenWave is committed to a diverse workplace, and to supporting our staff with ongoing career development opportunities. GreenWave is an equal opportunity employer and does not discriminate in its employment decisions. GreenWave provides reasonable accommodations to applicants and employees as required by law.