



## Growth Marketing Associate, Social & Brand

*Full-time \* New York, NY (Hybrid) \* Entry to Early Career*

### About MilkMate

MilkMate is redefining support for pumping parents at work through the only all-in-one workplace lactation solution — helping employees save time, feel supported, and return to work with confidence during early parenthood.

We partner with forward-thinking employers to create workplaces that better support modern families.

We're a small, high-ownership team that moves quickly, cares deeply about the work, and believes great brands are built through consistency, creativity, and execution. If you're excited by fast-moving environments, real ownership, and the opportunity to help shape a growing company, you'll fit right in.

### The Role

We're hiring a **Growth Marketing Associate, Social & Brand** to help scale MilkMate's voice, visibility, and market presence.

This role sits at the intersection of brand, content, and growth. You'll work closely with the CMO to translate real-time business momentum — customer insights, partnerships, launches, sales conversations, and cultural trends — into content that drives awareness, engagement, and demand.

We're looking for someone who understands how modern brands grow: by connecting business value to end-user behavior through smart, timely, and visually compelling storytelling.

This is a highly hands-on role for someone who moves quickly, has strong creative instincts, and takes pride in producing polished, high-quality work. You may not be a designer by title, but you have strong visual taste and know how to create content that feels elevated, on-brand, and worth paying attention to.

At MilkMate, marketing is not a support function — it's a growth engine. We're looking for someone excited to help build a brand that casts a shadow larger than its footprint.

## What You'll Own

### Social & Content Execution

- Manage and grow MilkMate's day-to-day social presence across LinkedIn and Instagram
- Translate business moments into compelling content across formats including posts, carousels, short-form video, founder content, and partnership activations
- Create visually strong, on-brand content using tools like Canva and AI-enabled creative workflows
- Maintain a consistent publishing cadence and content calendar aligned to business priorities
- Repurpose and adapt content across channels to maximize reach, engagement, and efficiency

### Brand Amplification & Community

- Identify timely cultural and industry conversations where MilkMate should show up
- Help shape and evolve MilkMate's voice across social and community channels
- Engage thoughtfully with comments, DMs, and community conversations
- Support partnership launches and activations to maximize visibility and reach
- Help build an engaged ecosystem around the MilkMate brand, including employers, employees, architects, designers, parenting communities, and strategic partners

### Growth & Sales Enablement

- Create polished marketing and sales materials including one-pagers, decks, email campaigns, landing pages, case studies, and event assets
- Support webinars, events, and brand moments with cohesive creative execution
- Partner cross-functionally with sales, partnerships, and leadership to identify strong storytelling opportunities
- Help ensure MilkMate consistently shows up with clarity, quality, and relevance across every touchpoint

## What Success Looks Like

- MilkMate shows up consistently and credibly across social and brand channels
- Increased awareness, engagement, and inbound interest from employers, employees, and partners
- Partnerships feel amplified through thoughtful storytelling and execution
- Sales teams have access to polished, effective content that supports pipeline growth
- The MilkMate brand feels larger, sharper, and more culturally relevant over time

## What We're Looking For

- 1–2 years of experience in content, social media, brand, or growth marketing (internships included)
- Strong instincts for content and storytelling — you understand what captures attention and why
- Excellent written communication skills with the ability to adapt tone across audiences and formats
- Strong visual taste and experience creating polished content using tools like Canva
- Comfortable using AI tools (ChatGPT, Claude, Lovable, etc.) to accelerate workflows and scale content creation thoughtfully
- Experience deploying campaigns through Hubspot Marketing Hub
- Familiarity with LinkedIn and Instagram best practices, trends, and platform behaviors
- Highly organized with strong attention to detail and the ability to manage multiple priorities simultaneously
- Self-starter mentality — you proactively bring ideas, move projects forward, and operate with ownership
- Bonus: experience in women's health, parenting, workplace experience, or mission-driven or challenger brands
- Bonus: experience supporting B2B2C brands or products
- Must have a portfolio of work that reflects writing, design, and content production skills

## Why MilkMate

- Direct access to leadership and meaningful ownership from day one
- Opportunity to help shape a fast-growing, mission-driven brand
- Collaborative, no-ego team environment
- Exposure across brand, growth, partnerships, and go-to-market strategy
- Competitive salary, equity, and benefits
- Hybrid flexibility with a Manhattan-based team

This role is based in Manhattan, NY, and offers a hybrid work schedule. Employees are expected to work in the office three days per week (typically Tuesday–Thursday), with the option to work remotely on other days, subject to company policies and team needs.

The salary range for this position is \$70,000–80,000. Compensation is determined based on factors such as location, professional experience, and relevant skill sets. In addition to base salary, this role is eligible for equity in the form of stock options. MilkMate also offers comprehensive health and wellness benefits and a flexible paid time off policy.



If interested in learning more about the role, please apply through our careers page or contact [careers@milkmate.com](mailto:careers@milkmate.com).

*MilkMate is an Equal Opportunity Employer and ensures that all employees and applicants are treated without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, disability, age, genetic information, or any other characteristic protected by law. We are committed to fostering a diverse and inclusive workforce.*

*MilkMate participates in E-Verify and will provide the federal government with your Form I-9 information to confirm work authorization after an offer of employment has been accepted and Form I-9 has been completed.*