



Marketing Coordinator

WHO WE ARE:

A baby food company who believes that all babies deserve radically good nutrition. Power to the Littles™

Radically good nutrition so littles can find their power. Our recipes balance protein from ethically sourced meats, essential vitamins and minerals from organic veggies, and healthy fats from olive oil or coconut cream.

Born from two frustrated parents DIY-ing better puree options in their own kitchen, Serenity Kids is reimagining the baby food aisle with products that challenge the status quo to deliver the nutrition babies deserve and the convenience parents need.

From grass-fed, free-range meats to beyond-organic veggies and regenerative farming partners, our sourcing is as intentional as our recipes. Every ingredient is chosen to nourish babies while supporting farmers who care for animals, soil, and the planet.

Serenity Kids doesn't stop at what's in the pouch. We advocate for better food systems so all future generations can thrive.

Our nutrient-dense baby food pouches, savory organic grain-free puffs, and grass-fed A2 toddler formula are available straight from [our website](#) or find us in major [retailers nationwide!](#)

OUR CULTURE:

We are committed to supporting working parents. We integrate our mission to make the world healthier into everything we do by creating a culture that emphasizes self-care, personal growth, and family time. We attract and retain top performers who will do whatever it takes to get the job done, while also staying healthy and having fun! Connection and autonomy are two of our top values, so working with us is an opportunity to join a supportive and collaborative community where you have the flexibility and freedom to get your job done however works best for you.

We believe in our own greatness, knowing that we can achieve anything if we stay connected to ourselves and each other, leveraging our unique talents and points of view, and trusting in the serendipities that naturally unfold for us. We joined this team to make the world better, while also realizing that it is a beautiful opportunity to make ourselves better as well. In this

chosen tribe, we have diverse backgrounds and ethnicities, unique points of view, and even live in different geographies. We get to be who we are and grow into more of ourselves every day.

We are reinventing what it means to work, and are having a blast doing it.

ABOUT THE ROLE:

We are seeking an organized, proactive, and detail-oriented Marketing Coordinator to join the Serenity Kids team. In this role, you will support day-to-day marketing operations across brand, insights, partnerships, and social. That means handling the execution: organizing data, coordinating logistics, tracking results, and helping our team work more effectively. This role reports to the Senior Brand Manager and works closely with our Partnership Lead.

This role is perfect for someone eager to grow within a fast-paced, mission-driven brand environment. The ideal candidate is excited to wear many hats, jump into new projects, and support cross-functional teams wherever needed. They are highly organized, collaborative, creative, and energized by helping ideas come to life, whether that's preparing for a tradeshow, coordinating samples, organizing reports, or supporting social content.

We value team members who are resourceful, positive, and willing to roll up their sleeves. This person thrives in a scrappy, agile environment and is excited about the future of the Serenity Kids brand and mission.

YOUR RESPONSIBILITIES:

Brand & Consumer Insights

You'll help with the details that keep our brand moving the right direction.

- Assist with monthly business reviews, portfolio performance, and competitive tracking: pull category data, update charts, and format slides. No data experience needed, just a willingness to learn.
- Support packaging readiness by routing proofs and tracking artwork approvals.
- Support PR, including agency coordination, media coverage tracking, and award submissions.
- Coordinate our local Moms Panel from start to finish: recruit participants, schedule sessions, manage logistics, and serve as the main point of contact in partnership with the Brand Team and CX Manager.

Partnership Program

You'll support our Partnership Lead on the execution behind partnership activities.

- Help build out the HCP Expert Program: office outreach, collateral coordination, and tracking success metrics.
- Coordinate sample fulfillment and support partner activations end to end, from incoming requests (donations, influencers, affiliates, UGC creators, HCP offices) to co-branded giveaways and social seeding.
- Assist with founder content, including photoshoots and LinkedIn support.
- Pull first-pass reporting across partnership program performance, including influencer, affiliate, and social.

Other Support

Across the team, you'll pitch in where it's needed most and take on new projects as business needs evolve, with a willingness to learn and grow.

- Support social media scheduling and community monitoring.
- Support tradeshow, conferences, and events, from prep to on-site assistance.
- Keep marketing assets, calendars, and trackers organized across Air, Figma, Drive, and internal systems, including asset trafficking with teams and partners.
- Provide ad hoc Austin-based content capture support when needed.
- Help proofread and format briefs, decks, and internal documents.

ABOUT YOU:

- 1-3 years of experience in brand marketing, social media, partnerships, or related fields preferred. CPG, agency, or startup exposure, including internships, is a plus.
- Highly organized with strong attention to detail and follow-through, comfortable juggling several projects at once.
- Curious about the numbers: comfortable in Excel or Google Sheets and interested in learning category and consumer research to help tell the story behind the data.
- Hands-on and resourceful: no task is too small, you're willing to roll up your sleeves and figure it out.
- Strong written and verbal communication skills.
- Familiarity with social media platforms and influencer marketing, plus everyday tools like Slack, Google Suite, and Trello.
- Collaborative and positive, with a willingness to jump in, take initiative, and grow.
- Passionate about the Serenity Kids mission and excited to contribute to a growing brand.

- Bachelor's degree in Marketing, Communications, Business, or a related field preferred.

LOCATION:

Serenity Kids is an Austin-based company with a hybrid and remote workforce. This role is hybrid. Candidates must be based in or around the Austin area to be in office 3x a week or as needed. Relocation assistance is available.

COMPENSATION & BENEFITS:

At Serenity Kids, we believe in taking care of our people the same way we care for the families we serve.

Compensation for this role will be determined based on experience, skills, qualifications, business needs, and market conditions. The expected annual base compensation for this role is: \$50,000 - \$70,000.

Our comprehensive benefits and compensation package includes:

- Medical Insurance with 100% of Premiums for Employee Only Coverage Paid by Serenity Kids and Generous Contributions for Dependents
- Dental and Vision Insurance
- Annual Bonus Opportunity
- Company Equity
- 401(k) with Company Match
- Unlimited Paid Time Off
- Annual company shutdown from December 24 – January 1
- 13 Company Holidays, plus your birthday off
- 12 Sick Days Annually
- Generous Parental Leave Program: 16 weeks for birthing and 12 weeks for non-birthing + up to 4 weeks additional part-time schedule
- Monthly phone and internet stipends
- \$150 one-time WFH stipend
- Pet Insurance
- Professional Development Resources
- SKquad Retreats and Hangouts
- Complimentary Serenity Kids products

Serenity Kids is proud to be an equal-opportunity employer. We provide employment opportunities regardless of age, race, color, ancestry, national origin, religion, disability, sex, gender identity or expression, sexual orientation, veteran status, or any other protected class. Each individual at Serenity Kids brings their own perspectives, work experiences, lifestyles, and cultures with them, and we believe that a more diverse team creates more innovative products, provides better services to customers, and helps us all grow and learn.

Please apply at: careers@myserenitykids.com
www.myserenitykids.com