



MARKETING & EVENTS MANAGER

ORGANIZATION DESCRIPTION

Hot Bread Kitchen (HBK) is a not-for-profit social enterprise based in NYC that promotes economic independence for foreign-born and low-income women through professional bakery training programs and start-up business incubation programs. Project Launch, our on-the-job paid bakery program, also includes English classes and places graduate bakers in commercial bakeries. HBK Incubates, our culinary incubator and business development program, provides comprehensive food business support to male and female entrepreneurs of all backgrounds by offering commercial kitchen rental, financial advising, and workshops.

JOB DESCRIPTION

This key staff member will strategically develop Hot Bread Kitchen's brand through language and visual aesthetic to ensure that we are effectively representing our products and mission in order to generate revenue for our programs. Working closely with the Development, Sales and HBK Incubates teams and reporting to the Sales Director the Marketing and Events Manager will also manage Hot Bread Kitchen's online and print communications, media relations, events, and support internal communications efforts.

The ideal candidate will be a digitally savvy highly creative and organized project manager who is passionate about advancing Hot Bread Kitchen's organizational brand and campaigns, contributing directly to the social media plans and content distribution while paying close attention to reporting and supporting the departments' needs. This position requires someone who is a motivated self-starter and is comfortable working both independently and collaboratively, managing tight deadlines, and overseeing projects from idea to completion.

ESSENTIAL FUNCTIONS

Execution of Strategic Communications Strategy

- Advises program teams on the execution of broad communications strategies as well as specific communication opportunities, and helps execute those strategies through media outreach, events, social media, and other tactics.
- Produces and edits key communications materials (including opinion pieces and messaging materials), as driven by the communications strategy and directed by senior staff
- Develops and reviews content for all external communications; ensures cohesive messaging across organization and programs
- Collaborates with program, fundraising and sales staff to identify areas of need and create communications materials to support each departments' objectives
- Researches marketing trends to help position Hot Bread Kitchen ahead of industry standards and shifts
- Provide research on key topics or audiences

Website Updates and Social Media Maintenance

- Spearhead communications and marketing around newly designed website and ecommerce store
- Maintain a current awareness of activity in the fields of food and digital publishing, and source content daily for all digital platforms
- Suggest, plan, and implement social media special projects, including campaigns, announcements, twitter chats, etc.
- Updates website content with salient material and events;
- Prepare photos and imagery for publishing online, and create web buttons and pdfs as needed
- Proofread all web content prior to publishing
- Maintain and update content across all Hot Bread Kitchen social media channels on a daily basis, including interacting with and moderating community response and dialogue
- Produce weekly research and analysis of social media metrics, reporting on website and email marketing analytics, and managing the organization's Google AdWords
- Research best practices and competitive analysis for usage and site integration

Visual Branding Management

- Protects the visual identity of Hot Bread Kitchen by ensuring adherence to the style guide
- Supports outward facing staff and ensure they are using up to date materials including images, fonts, and signage
- Develop materials (PowerPoint presentations, printed materials, and talking points) for key stakeholder meetings, including quarterly board meetings

Marketing & Events

- Works as part of the Sales team to execute strategic marketing plan for calendar of seasonal/holiday breads that encompasses all sales channels (retail, online, grocery, restaurants)
- Liaise with all marketing teams from all wholesale accounts to maximize brand and mission marketing opportunities and stay current on partner marketing content
- Plans yearly calendar of marketing events with clear deliverable goals and achievements documented
- Produce sales team product collateral pieces for seasonal and new items.
- Post seasonal and new items for ecommerce on website and manage the schedule for posting and removing as required.
- Produce signage for events, demos and retail locations as required.
- Collaborates with Sales Director and Market Coordinator to communicate new market locations, weekly promotions in Greenmarkets and Almacen; and prepares market demo materials
- Point of contact for marketing events; effectively communicates details in advance to all involved and summarizes outcomes with thoughtful analysis and recommendations
- Works collaboratively with departments to communicate external facing events, including fundraisers, marketing events, off-site meetings, and otherwise
- Produce fundraising collateral as directed
- Represents Hot Bread Kitchen at relevant marketing and mission-related events

Media Relations

- Develops a press strategy that publicizes mission and products
- Screens and responds to all media inquiries
- Schedules and oversees all press tours, interviews, video and photo shoots
- Maintains updated press kits with press highlights and organizational information
- Manages media contact database and archive of organization's press
- Works with Senior Program Director to develop own work plan in accordance with program objectives and needs. Works independently to comply with program work plan and adjusts activities when needed

General Support and Project Management

- Creates production timelines and ensure deadlines by Communications team, and by all departments in cross-department project

REQUIREMENTS

- Bachelor's Degree in Marketing, Communications or Business, preferred
- 3-5 years relevant job experience
- Excellent written and oral communication skills
- Strong critical thinking ability
- Project management experience; experience managing external consultants and web developers a plus.
- Computer-savvy: experience with WordPress, HTML, Google applications, Adobe Creative Suite (including InDesign) as well as MS Office
- Ability to manage multiple projects simultaneously while meeting deadlines; must be efficient and goal driven.
- Willingness to work a flexible schedule including some evenings and weekends; particularly around holidays
- Excellent communication skills
- Positive attitude
- Ability to handle details, while considering big picture business needs

TO APPLY:

Please submit the following via email to HR@HotBreadKitchen.org (please include: "Marketing Manager" in the subject line):

- A brief statement of interest
- A resume that includes at least two professional references
- Only applicants meeting the position's requirements will be considered
- Qualified candidates will be contacted for an interview. No phone calls, resumes via postal mail, or walk-ins please.