



MARKETING & COMMUNICATIONS MANAGER

ABOUT HOT BREAD KITCHEN:

Hot Bread Kitchen creates economic opportunity through careers in food. We achieve our mission through our three programs: Bakers in Training, an intensive, paid on-the-job training program in bread-baking for women who face significant social and economic disadvantages; HBK Incubates, a culinary incubator that provides licensed commercial kitchen access and business development support for food entrepreneurs; and All Hands & the Cook, a women-owned cooperative business that provides skilled, on-demand kitchen support for the food industry.

JOB DESCRIPTION

Hot Bread Kitchen is seeking a digitally savvy, highly creative, well-spoken and organized project manager who is passionate about advancing Hot Bread Kitchen's branding and communications efforts. 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, Bakers in Training and HBK Incubates teams and reporting to the Senior Director of External Affairs, the Marketing and Events Manager will manage Hot Bread Kitchen's online and print communications, brand identity, media relations, and events, and will spearhead internal communications efforts.

ESSENTIAL DUTIES AND FUNCTIONS

- Develop annual communications strategy in partnership with Sr. Director of External Affairs, and lead execution through media outreach, events, social media, and other tactics.
- 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.
- Manage website development and content, working across departments to ensure content is updated regularly; write twice-monthly blog posts.
- Produce monthly email newsletter to go out to all followers, to increase traffic to website and ecommerce sales and build awareness of program activities.
- Develop press strategy to publicize mission and products; screen and respond to all media inquiries. Schedule and oversee all press tours, interviews, video and photo shoots.
- Work with Senior Director of External Affairs to develop and execute revised visual branding across all channels, particularly as related to retail presence.
- Develop materials (PowerPoint presentations, printed collateral, and talking points) for key stakeholder meetings, including quarterly board meetings and public appearances.

- Work with Sales team to develop and execute marketing plan for all products (including seasonal breads) and encompassing all sales channels (retail, online, grocery, restaurants).
- Plan and execute yearly calendar of marketing events with clear deliverable goals and documented achievements, and with strong engagement across departments as appropriate.

ATTRIBUTES

- Bachelor's Degree in Marketing, Communications or Business preferred
- 3-5 years relevant job experience
- Excellent written and oral communication skills
- Strong critical thinking abilities and analytical skills
- Project management experience required; 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
- Graphic design, photography and/or photo or video production/editing experience a plus
- Ability to manage multiple projects simultaneously while meeting deadlines
- Efficient and goal driven; strong attention to detail while also considering the big picture
- Willingness to work a flexible schedule including some evenings and weekends, particularly around holidays and major events
- Positive, can-do attitude, and proven ability working across organizations and departments to get things done

COMPENSATION:

This is a full time position with eligibility for benefits including paid vacation and holidays, paid sick leave, health/dental/vision packages, short-term disability and retirement savings. This position is also eligible for an annual performance-based bonus. Salary is commensurate with experience.

TO APPLY:

Applications must include **a cover letter, resume, and salary requirements** and should be sent to: HR@HotBreadKitchen.org. Please include "Marketing Comms - Your Name" in the subject line.

Hot Bread Kitchen is an equal opportunity employer and is committed to promoting a diverse workplace.