



## Hot Bread Kitchen Brand Intern

As we celebrate 10 years of impact at Hot Bread Kitchen, we're deepening our efforts to create economic opportunity through careers in food by iterating on programs and finding new ways to meaningfully tell stories and drive engagement with our mission. A vital part of our newly-formed Brand team, the Brand Intern will get a first hand look into the nonprofit social enterprise sphere in New York City and execute across brand, digital, press, social, and events in partnership with fellow Brand & Communications team members, field marketing team, and colleagues across the organization. We are searching for a creative storyteller not only passionate about advancing women, entrepreneurs, and communities, but also flexible and comfortable in a quickly evolving nonprofit organization.

### **About Hot Bread Kitchen**

Hot Bread Kitchen is a non-profit social enterprise that creates economic opportunity through careers in food. We achieve our mission through our two main programs: our workforce development program, a paid, on-the-job training program in the culinary industry for women who face significant barriers to employment; and our culinary incubator that provides licensed commercial kitchen access and business development support for food entrepreneurs. We also bake bread inspired by the countries that women come from, like flaky Moroccan m'smen, fluffy challah, and chocolate babka. Bread is a piece of our mission you can hold. Take a virtual tour of our training program at the International Culinary Center!

### **Brand Intern Key Responsibilities include:**

- **Tell stories.** Collaborate with the team on cross-channel campaigns, social media, blog/editorial, newsletters, website, and copy on printed/digital collateral.
- **Get real.** Get to know the women in our culinary training program, entrepreneurs working in the incubator, and the landscape of community partners in order to tell authentic stories.
- **Connect the dots.** Work cross-functionally to build result-driven campaigns to achieve program goals & outcomes (for example, work with the team to develop a digital recruitment strategy to reach women who may be interested in our culinary training program)
- **Make it nice.** Support development, copy, and design of materials like presentations, print collateral, and infographics. Support website revamp through design and/or content.
- **Be a team player.** Support creative development, prep, and execution of internal and external events like popups, bread demos, and the 10th Anniversary Event (night & weekend availability a plus!)



### **Desired Attributes**

- Pursuing a degree and/or experience in design, marketing, brand, writing
- Commitment to Hot Bread Kitchen's mission, and passion for advancing the rights of women, immigrants, and entrepreneurs.
- Ability to work in an ever-changing environment and be comfortable iterating to achieve results and drive mission
- Excellent communication skills plus project management abilities to drive cooperation and collaboration
- Love for visual + written storytelling and *demonstrated portfolio*
- Digital pro: must have experience with Google applications and Adobe Creative Suite
- Strong sense of creative visuals, photography. Basic graphic design, CMS, photography and/or photo or video production/editing experience a plus
- Team player, equally comfortable strategizing and executing on the small stuff
- 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

**To apply,** send cover letter, resume, and work samples and/or link to portfolio to [msivin@hotbreadkitchen.org](mailto:msivin@hotbreadkitchen.org).

**The fine print:** The Brand intern is a paid position ideally working 20–30 hours per week. Hot Bread Kitchen's Brand team works in both our East Harlem Kitchen (1590 Park Avenue) as well as a downtown WeWork office (222 Broadway.)

*Hot Bread Kitchen is an equal opportunity employer and is committed to promoting a diverse workplace. All candidates encouraged to apply.*