



Hot Bread Kitchen Brand, Digital & Social Consultant (Temporary)

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. We are seeking a consultant to strategize and execute across brand, digital, and social. We are searching for a results-driven creative storyteller not only passionate about advancing women, entrepreneurs, and communities, but able to work cross-functionally and quickly in an evolving environment. Must be positive, flexible, creative, and open to feedback! *Depending on your work style, we are open to this being a) project-based or b) part-time for 1-2 months. We are open to a mix of remote and in-office work. Potential for long-term and/or full-time.*

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.

Key Projects include:

- **Get social.** Craft a social strategy (including some execution) working with our overall messaging platform, brand and communications calendar, and needs of different departments and stakeholders
- **Engage Inboxes.** We're growing our email list, and need to keep our audience engaged! Help us determine the best mix of content and timing across different audience and touchpoints *You may or may not work with a CRM consultant.*
- **Be the Voice.** Work to develop and evolve our tone and voice guidelines for changing business needs, in line with overall brand positioning and new brand work from a digital agency. Help craft copy and content for upcoming retail bread launches of challah and Moroccan m'smen.
- **Connect the dots.** Work cross-functionally to build result-driven campaigns to achieve program goals & outcomes

To apply, send cover note, resume, and work samples and/or link to portfolio to msivin@hotbreadkitchen.org. *Hot Bread Kitchen is an equal opportunity employer and is committed to promoting a diverse workplace. All candidates encouraged to apply.*