



HOT BREAD KITCHEN

Job Description: Bread: Brand Manager

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 connect with our stakeholders and drive engagement with our mission. We are seeking a Brand Manager to grow our bread business by leading the HBK Bread team with excellence, and utilizing a data-driven approach to make recommendations for the best path forward. A vital part of this role is also the creation of our Individual Donor conversion strategy, which includes developing CRM and Field Marketing strategies.

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 Responsibilities

- Own and Execute Bread Growth strategy, including key customer relationship management, sell-in, and Innovation Roadmap
- Lead Bread cross-functional team, including operations, sales, and bakery team
- Oversee Bread Sales, including ordering process, performance tracking, forecasting
- Develop "Bread as Mission Marketing" strategy to target Individual Donors
- Cultivate data-driven mindset and implement data-driven decision making across team
- Continuous evaluation of all programs (iterative planning)
- Develop high performing team, coach direct reports to develop skill sets

Desired Attributes:

- Ability to think strategically while also focusing on executional details
- Proactive and organized with ability to simultaneously manage a multitude of stakeholders and projects
- Food operations and/or production experience a plus
- Ability to work in an ever-changing environment and comfort with iterating to achieve results and drive mission

- Excellent written + oral communication skills plus project management abilities to drive cooperation and collaboration
- Demonstrated success with revenue growth and Sales partnerships
- Analytical skills: must have experience with Google applications, Microsoft applications, forecasting and p&l understanding. Salesforce experience a plus.
- 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
- Foster a culture of positivity (assume positive intent) while managing up, down, and out
- Personal qualities of integrity, credibility, and dedication to the mission of HBK.

How to apply

Applications **must include a cover letter with salary requirements and resume**. Please send to: HR@hotbreadkitchen.org, and include "Bread: Brand manager - Your Name" in the subject line.

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