



Job Posting: Hot Bread Kitchen Marketing Associate

We are seeking a Marketing Associate to strategize and execute across our brand and programs. We are searching for a human-centered marketing professional + creative storyteller not only passionate about our mission but also able to work cross-functionally and quickly in an evolving environment. Must be positive, flexible, creative, and enjoy collaboration. This position is part of the Brand & Development team and reports to the Brand Director.

About Hot Bread Kitchen

Hot Bread Kitchen's mission is to create economic mobility for individuals impacted by gender, racial, social, and/or economic inequality in New York City, historically using the vibrant potential of the food industry as a pathway forward. We seek to expand skills, connections, and life-changing opportunities for talented women and small businesses.

Key Responsibilities include:

- **Engage program members and community.** Work with the program team to develop and execute a strategy for the life cycle of our workforce program (member recruitment, employer partner recruitment and stewardship) - tactics could include collaborative digital campaigns/advertising, social media, and in-person community outreach and events.
- **Get to know the community.** Use human-centered design practices to get to know the people in our programs, the landscape of community and employer partners, and other audiences in order to tell authentic stories. Collaborate with the team on executing cross-channel campaigns, social media, blog/editorial, newsletters, website, press visits, and talking points.
- **Get down with the numbers.** Increase our visibility and understanding of our data (including ROI on events, street teams, social media, Google Analytics, etc.) including implementing new goals and tracking systems. Manage any advertising campaigns across the organization. Analyze results and provide learnings and recommendations on how to improve the performance of new campaigns and concepts.
- **Tell stories.** Use learnings from our community to execute digital/social strategy. Manage day to day communications execution online working with our overall messaging, brand and communications calendar, and needs of different departments and stakeholders.
- **Be a team player.** Work cross-functionally to build result-driven campaigns to achieve program goals & outcomes. Support creative development, prep, and execution of internal and external events and campaigns with the brand team.

Desired Attributes

- 2+ years relevant marketing/communications experience, ideally with a mission-aligned organization
- Commitment to diversity, equity, and inclusion (DEI), and Hot Bread Kitchen's mission and values
- Solid understanding of brand and messaging for different audiences and platforms (including Hot Bread Kitchen's workforce members)
- Excellent relationship-building skills and project management abilities to drive cooperation and collaboration (in person and online!)
- Marketing pro with digital chops: demonstrated success and clear understanding of all things marketing funnel and how to reach audiences, including data, Google Analytics, email marketing, social media tools (digital advertising experience a plus)
- Strong writer and love for storytelling with a demonstrated portfolio of content across platforms
- Team player: equally comfortable strategizing on campaigns as well as executing on the day to day stuff and pitching in where necessary
- Positive, can-do attitude and ability to work with diverse stakeholders in an ever-changing environment

Compensation

Compensation is competitive based on skills and experience. Please include your salary requirements in your application.

Location

This position will begin fully remote with the ability to be in the community and onsite as needed. We envision the Marketing Associate working a hybrid of remote work, in the community, and onsite at our offices in Brooklyn (Flushing G and J/M) once it is safe to do so per city, state, and organizational guidelines.

Benefits

Medical benefits, 401(K), flexible vacation time, company-wide Civic Engagement days off

To apply, please include

- Cover letter
- Experience-aligned resume
- 2-3 relevant work samples in PDF deck format. In the deck, please explain the project, the goal(s), and your role.
- Salary requirements

Please send *complete* applications to msivin@hotbreadkitchen.org.

Hot Bread Kitchen is an Equal Opportunity Employer and does not discriminate against applicants based on race, religion, color, disability, medical condition, legally protected genetic information, national origin, gender, sexual orientation, marital status, gender identity or expression, sex (including pregnancy, childbirth or related medical conditions), age, veteran status or other legally protected characteristics. Any applicant with a mental or physical disability who requires an accommodation during the application process should contact hr@hotbreadkitchen.org to request such an accommodation