



Hot Bread Kitchen Marketing & Development Associate

We seek a full-time, mission-driven, and self-starting Marketing & Development Associate to support the Brand Team in the implementation of Hot Bread Kitchen's new 3-year strategic plan. With 12 years of operational success under our belt, the board and leadership are focused on defining our next stage of growth in the context of New York City's economic recovery and our ability to seed and scale high impact programs and support breadwinners. You will be part of the results-driven Brand team, comprised of the Development and Marketing & Communications teams, responsible for Hot Bread Kitchen's philanthropic revenue, organizational storytelling, and brand experience. Qualified applicants will be excellent communicators, have strong project management skills, and passion for working for a fast-paced, impact-driven nonprofit. The role will report to the Officer of Institutional Partnerships.

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 women and small businesses. In the wake of COVID-19, it is a critical moment for Hot Bread Kitchen to significantly scale our impact for BIPOC and immigrant women in New York City who need support. We are currently engaged in a strategic planning process for 2022-2024 that will convene our advisory, community, business, and government partners to ensure the food industry emerges from COVID-19 as an equitable platform for women of color and immigrant women to achieve financial stability and generate longer-term wealth.

RESPONSIBILITIES INCLUDE:

- **Support essential fundraising.** Support our \$4.5 million fundraising goal by providing research and critical support to empower the fundraising team. You will create backgrounders, prospect funding opportunities, assist in the drafting of LOIs, grant proposals, and application templates, work with our corporate partners on sponsorships and volunteer opportunities, and support general fundraising needs.
- **CRM is your Jam.** Be a core member of the database support team by updating records and generating reports, campaigns and lists for meetings, mailings, and cultivation events. Provide excellent donor experience through donor acknowledgement letters.
- **Tell stories.** Get to know the people in our programs, partners, and donor audiences in order to tell authentic stories and execute digital/social strategy, with the goal of increasing engagement and acquisition.
- **Get social.** Manage day to day communications working with our overall messaging, brand and communications calendar, and needs of different departments and stakeholders. Collaborate with the team on executing cross-channel campaigns, social media, blog/editorial, newsletters, website, as well as handle press visits and creating talking points.
- **Produce events.** Support planning, reporting, timelines, content prep, and general execution of Hot Bread Kitchen internal and external events (such as benefit events, donor cultivation events, and program events.)
- **Be a team player.** Work cross-functionally to build results-driven campaigns to achieve program goals & outcomes. Support creative development, prep, and execution of internal and external events, gifting initiatives, and campaigns.



DESIRED ATTRIBUTES

- Driven by Hot Bread Kitchen's mission and values; and commitment to diversity, equity, and inclusion (DEI)
- 2+ years relevant marketing/communications/fundraising experience, ideally with a mission-aligned organization
- Excellent relationship-building skills and project management abilities to drive cooperation and collaboration
- Team player: equally comfortable collaborating with team members throughout the organization across a variety of programs and levels; as well as executing on day to day assignments and pitching in where necessary
- Solid understanding of brand and messaging for different audiences and platforms
- Strong short-form writer and love for storytelling with a demonstrated portfolio of content across platforms
- Positive, can-do attitude and ability to work with diverse stakeholders in an ever-changing environment

ADDED PLUS IF YOU HAVE

- Experience with donor prospecting and CRM (we use Salesforce)
- Digital analytics experience

Compensation

\$45,000+ depending on experience

Location

This position will begin fully remote with the ability to be in the community and onsite in NYC as needed. We envision the Marketing & Development Associate working a hybrid of remote work, in the community, and onsite at our offices in NYC 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 (links, attachments, or a deck)

Please send *complete* applications to hr@hotbreadkitchen.org. *Please note due to the volume of applications, only complete applications will be considered.*

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