



Job Posting: Hot Bread Kitchen Brand Marketing Associate

About Hot Bread Kitchen

Hot Bread Kitchen creates economic opportunity for immigrant women and women of color through job skills training, food entrepreneurship programs, and an ecosystem of support in New York City. With over a decade of successful programming under our belt, Hot Bread Kitchen has set a three-year strategic vision to scale our organization once again to support New York City's economic recovery.

The Opportunity

The Brand Marketing Associate will be a creative marketer and equity-oriented storyteller passionate about Hot Bread Kitchen's mission and brand with demonstrated experience in creating editorial content. The Brand Marketing Associate will collaborate with the Brand team on executing cross-channel storytelling campaigns, day-to-day communications, fundraising communications, press visits, and brand events. The successful candidate will thrive in Hot Bread Kitchen's fast-paced, entrepreneurial and collaborative culture. This position is part of the cross-functional Brand team, reporting to the Brand Director.

Key Responsibilities include:

- **Tell stories.** Use human-centered, equity-informed practices driven to get to know the people in our programs and our partners in order to tell authentic stories. Using Brand strategy defined by the Brand Director and Brand team, You'll be responsible for written and visual content creation for use across the organization, including interviewing Hot Bread Kitchen members and partners, writing blog posts, creating talking points for press visits, and creating photos/videos/graphics as needed.
- **Think strategically:** A core member of the brand team, you will have an understanding of the nonprofit, food, and entrepreneurial landscape in NYC. You'll collaborate with the team to implement best practices to reach our desired audiences across the organization (members, funders, partners, to name a few!)
- **Be social:** Working with our overall messaging, brand and communications calendar, and needs of different departments and stakeholders, you'll manage day-to-day communications execution across channels (including website updates, social media, blog/editorial, newsletters, collateral, etc.) as well as support creation and sourcing of collateral and swag for use across programs and fundraising.
- **Get down with the numbers.** Support increasing understanding of our data including implementing and maintaining 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.
- **Be a team player.** Work cross-functionally to build result-driven campaigns to achieve program and fundraising goals & outcomes. Support creative development, prep, and execution of internal and external events and campaigns with the brand team.



Desired Attributes

- Driven by and have a belief in Hot Bread Kitchen's values and mission and diversity, equity, and inclusion (DEI)
- A team player: equally comfortable executing campaigns as well as day to day responsibilities. Enjoys being a part of a collaborative, entrepreneurial, hybrid team
- 1+ years marketing/communications/storytelling experience, ideally with a mission-aligned organization/company
- Strong writer and love for storytelling through words, images, and design. You will translate complex topics into digestible content, within Hot Bread Kitchen's conscious, collaborative, entrepreneurial brand voice. Comfortable writing about issues that affect immigrant communities and communities of color.
- Strategic thinker who understands messaging for different audiences
- Digital chops: experience in translating brand campaigns and stories across platforms and channels (including collateral, email marketing, social media, and our website)
- Good internal communicator and self-motivated problem solver with the ability to manage multiple projects at once

Added plus if you have

- Photography, videography and/or graphic design skills (for creation of digital/social assets)
- Digital analytics and/or digital advertising skills
- Experience or skills working with CRM and project management tools (we use Salesforce, Slack, Asana and Google Workplace)

Compensation + Benefits

This is a full-time position with a salary starting at \$50,000. Hot Bread Kitchen's comprehensive benefits package includes health/vision/dental insurance (available from day one), 401K contributions, flexible vacation time, paid parental leave, and a sabbatical program. Our organizational culture is entrepreneurial, flexible, and civically-minded (learn more about our culture on hotbreadkitchen.org/careers)!

Location

We offer a flexible and hybrid working environment. This position requires regular in-person attendance at our facility in Chelsea Market. We follow New York City and State guidelines on COVID-19 vaccination and masking.

To apply, please include

- Cover letter (*here's a tip: we want to hear how your past experiences will translate to this role!*)
- Experience-aligned resume
- 2-3 relevant work samples (as links, website, or PDF deck.)

Send *complete* applications to hr@hotbreadkitchen.org with "Brand Marketing Associate" included in the subject line. *Please note due to the volume of applications, only complete applications will be considered.*



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.