



## **Job Posting: Communication Designer (Freelance)**

### **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 women of color and immigrant women in New York City who need support. Our three year growth plan through 2024 convenes 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.

### **Job Overview**

The Freelance Communication Designer will join the Hot Bread Kitchen Brand Team on a three month contract (with the option to continue the contract.) The Brand team is responsible for supporting the organization across operations, programs, and fundraising through marketing, communications, and storytelling. This position reports to and works with the Director of Brand.

This role will bring graphic/communication design expertise to Hot Bread Kitchen while working quickly, collaboratively, and with the mission in mind. The successful candidate will be nimble and creative, highly organized, and have a strong interest in being part of a movement to support women, small food businesses and an equitable food system.

### **Design Projects & Duties include:**

- **Branding:** Get creative to design sub-brands for Hot Bread Kitchen signature events and campaigns, creating assets across platforms (ex: Instagram graphics, web headers, social sharing graphics, etc.)
- **Marketing materials:** Design and update collateral pieces (ex: digital and print flyers, postcards, appeal letters, social media graphics, etc.) for various program, brand, and fundraising needs.
- **Infographics:** Collaborate with the brand and impact teams to synthesize and visualize data to create graphics and infographics demonstrating need and impact for fundraising, storytelling, and social media
- **Other communications:** Assist in creation and updating email newsletter communications, updating Wordpress website, designing and updating internal decks, and more as needed



## **Qualifications and Desired Attributes**

- Demonstrated experience in creating compelling messaging through visual + written forms (portfolio required!)
- Commitment to Hot Bread Kitchen's mission, and passion for advancing the rights of women, immigrants, and entrepreneurs. You see your designs in service of the larger mission!
- Excellent communication skills combined with project management abilities to drive cooperation and collaboration
- Digital pro: must have experience with Google applications, Slack, project management tools (we use Asana), Adobe Creative Suite, and Canva
- Ability to work in an ever-changing environment and be comfortable iterating and receiving feedback
- Positive, can-do attitude
- Photo editing, video/audio production/editing experience is a plus

## **Location**

This role is remote. Hot Bread Kitchen is located in New York City and works in Eastern Time.

## **Compensation**

This is a three month freelance W-2 role working on a part time basis up to 20 hours per week. Hourly rate starting at \$25/hour, depending on experience.

## **Application instructions**

To apply, please send a resume, portfolio (link or attachment) and cover note to [msivin@hotbreadkitchen.org](mailto:msivin@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 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](mailto:hr@hotbreadkitchen.org) to request such an accommodation.*