

Coexist Community Kitchen

Creative Marketing Manager

Job description

Application deadline: Wednesday July 1st Midday

Interview Date: Monday 6th July

Start date: ASAP-July 2020 (*Flexibility possible*)

Organisation: Coexist Community Kitchen CIC

Place of work: Mivart Street (*from home during COVID19*)

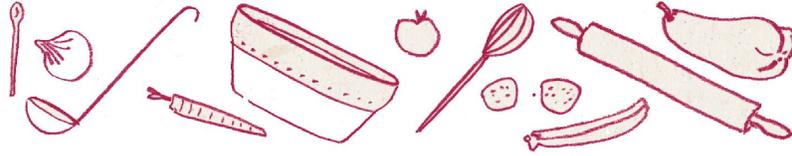
Hours: 8-12 hours a week (*3 month temporary contract then reviewed for permanent PAYE position*)

Wage: Self Employed Contract £100-150 daily fee (*depending on skills and experience*)

Please send cover letter and CV to food@coexistuk.org by Midday 01.07.20

The Coexist Community Kitchen was a seedling of an idea in 2011, when the dis-used kitchen space on the 3rd floor of Hamilton House was in desperate need of a transformation. With much love, time, energy, and of course funding we managed to start moving it into a reality! We lifted the tiles, cleaned the ceilings, scrubbed the floors, painted the walls, bought pots and pans (and much, much more)... and we had a fully equipped and accessible cookery school and hire out space in the centre of Bristol! Sadly, we were asked to leave by our landlords in December 2018... but now, we have our incredible kitchen in the heart of Easton. Having re-opened, with much enthusiasm, in January of 2020 we are currently (as everyone) working on a new strategy in response to COVID19. We want to ensure our project financially survives this period for as long as it is necessary. Yet, we also want to ensure that we meet our core purpose





and support people through food and connection to others. We are looking for someone who is enthusiastic about what we do and can support us in marketing our message and helping us promote our commercial initiatives in order to work through this period and come out the other side.

Coexist Community Kitchen

We use food as a vehicle to bring people together.

Our main passion is that everyone should be able to have spaces in which they can share food together, learn and teach skills and create strong connections with others. We see food as the most simple and easy way to support each other in building a stronger, healthier and more joyful society. We have been doing this for almost 10 years and have worked with 1000s of people across Bristol and the South West. This has been through small cookery classes where people learn and share skills around food but most importantly meet each other, build connections, share food and feel at home. We have built strong partners with many organisations in Bristol that want to do the same- drug and alcohol services, mental health organisations, refugee and asylum seeker groups. Over the years we have been doing this, we have seen people, including ourselves, experience great change, build friendships and feel part of our home

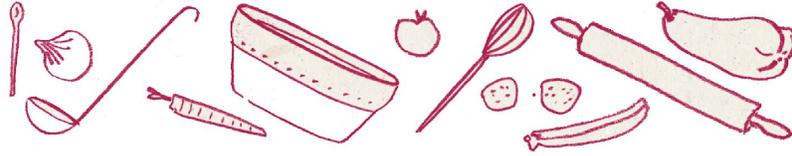
Job Purpose

We are looking for someone who is passionate about community based initiatives and has experience in marketing. They will support the main team of two to develop a stronger marketing strategy with long and short term objectives. In the short term the focus will be project based- promoting some of the kitchen's commercial ideas in order to support the organisation through COVID19. This will be interlinked with a strategy of promoting our message and our identity as well as supporting us to sell products that produce an income to support our survival.

Key Responsibilities

- Design and deliver a marketing plan to sell our homemade hampers.
- Design and deliver a marketing plan to promote our weekly takeaway service.





- Support us to market our message and ethos in a manner of creative ways- online and offline.
- Schedule social media posts weekly.
- Create designs or liaise with designers when necessary for leaflets, online images etc.
- Update and manage our website, Wix provider.
- Manage a small budget for marketing needs.
- Build a marketing strategy for the organisation as a whole (*long term*).

Essential Skills and Experience

- A background in marketing.
- Knowledge of social media and proven examples of raising the online profile of other organisations.
- Examples of positive impact on the income at other organisations
- Experience of designing and implementing marketing strategies.
- Proficiency with online marketing and sales.
- Ability to identify target markets.
- Excellent communication skills.
- Basic graphic design skills.
- Ability to manage Wix, website provider.
- Innovative, proactive and inspiring self-leadership.
- Solution focused.
- Reliable and responsible.

Desirable Experience

- Great relationship and contacts with the media/press in Bristol & the surrounding area
- Experience working in community and arts sectors
- A key interest in community projects and social enterprise.
- Graphic and illustration design skills.

