



## Coexist Community Kitchen Creative Marketing Lead

Application deadline: 29th November midday

Interview Date: Monday 5th December (between 2.30-5pm)

Start date: January 2023

Organisation: Coexist Community Kitchen CIC

Place of work: Mivart Street Hours: 16 hours a week (*3 month temporary contract then reviewed for permanent PAYE position*)

Wage: £13.50/hour ( PAYE Contract)

Please send cover letter and CV to [food@coexistuk.org](mailto:food@coexistuk.org) by midday 29.11.22

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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 and communication. They will support the main team with marketing, branding and creative campaigns- ensuring our project is communicated well to our audience and to expand our reach. The focus will be promoting the kitchen's vision, values and activity in order to spread our message and engage people with our work. This will be an interlinked strategy to promote our message and our identity as well as supporting us to sell products, events and activities that produce an income to support our project.



### *Key Responsibilities*

- Developing and nurturing strategic alliances to expand our reach.
- Market our message and ethos in a manner of creative ways- online and offline.
- Lead on annual marketing & branding strategies including determining growth metrics and setting targets for the team.
- Supporting and leading the team on social media weekly activity.
- Design & deliver seasonal online campaigns to raise profile and funds.
- Create designs or liaise with designers when necessary for leaflets, event posters, online images etc.
- Update and manage our website through Wix. Ensuring web design is congruent with our values while optimised for conversion.
- Digital content creation.
- Following and developing our brand guidelines.
- Gather customer and market insights to inform outreach strategies and increase customer conversions.

### *Essential Skills and Experience*

- A background in marketing and digital content.
- Skills with running social media platforms 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.
- Experience in email marketing
- Ability to manage Wix, website provider.
- Working well in teams
- Innovative, proactive and autonomous.
- 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.