

Marketing and Design Associate



Position Overview:

Kitchens for Good is looking for a Marketing and Design Associate to help plan and implement our marketing and promotional activities. This position has primary responsibility for establishing, integrating and managing the brand of the Kitchens for Good in print web and social. This role represents a full marketing mix and should be familiar with best practices of social media, email marketing and web promotions.

This role will also serve as the in-house graphic designer, utilizing the adobe suite and design principles to create aesthetically appealing and strategic content for print, video, and digital media based on established branded ad campaigns.

About Kitchens for Good:

Kitchens for Good is a social enterprise non-profit that break the cycles of food waste, poverty and hunger through innovative programs in workforce training, healthy food production, and social enterprise. Kitchens for Good operates community kitchens that provide culinary job training for the unemployed, while simultaneously transforming cosmetically imperfect produce into nutritious meals for the hungry. In addition to tackling issues of food waste, hunger and unemployment, Kitchens for Good operates a catering and event enterprise that creates livable job training opportunities for culinary students, and generates income to reinvest into social programs.

Kitchens for Good is seeking a Marketing and Design Associate that will help us achieve our business goals through building strong marketing and communication campaigns.

Responsibilities:

Manage Kitchens for Good online communication and marketing on website, social media, and email marketing

- Manage Kitchen's for Good's social media accounts. This includes generating, editing, and publishing daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Manage small content edits on Wordpress Website, and communicate with web designer for major web changes
- In conjunction with the Senior Director, research, write, edit and distribute 2-3 email promotions a month including monthly e-newsletter, and invitation to graduation.
- Manage SEO consultants in ensuring that they have necessary content and are meeting their benchmarks.

Design engaging print and online materials that support marketing campaigns and lead to audience engagement in catering, donating or volunteering.

- Design necessary promotional materials as needed including flyers, brochures, menus, or collateral.
- In conjunction with the Senior Director, design materials for fundraising purposes, including quarterly reports, and Annual Report.
- Organize and maintain all artwork files on the company server.
- Prep and send out art files for costing and publication to media partners

Other Responsibilities

- Conduct market research to identify new marketing opportunities
- Gather and analyze consumer behavior data (e.g. web traffic and rankings)
- Create reports on marketing and sales metrics, like conversion rates
- Keep organized records of marketing metrics and results of past campaigns
- Monitor competitors' marketing activities

Qualifications

- Bachelor's Degree in Fine Arts, Communications, Marketing, Journalism, or related discipline
- 1 - 3 years of Design and Marketing experience in advertising production, including print and online
- Advanced skills in the latest versions of InDesign, Photoshop, Illustrator, and Adobe Acrobat
- Basic proficiency and knowledge in Wordpress and SEO
- Excellent people and communication skills
- Demonstrable social networking experience and social analytics tools knowledge to track performance of digital marketing campaigns and KPIs.

Salary: \$20-\$30 /hour Dependent on Experience

Reports to: Senior Director

Part Time/Full Time: Part Time

Hours: Flexible Day Time Hours Monday-Friday in office

Start Date: October 1, 2017

How to Apply:

Please email your resume, cover letter, and a sample design portfolio of with a minimum of 5 design items (or link to online portfolio) to aviva@kitchensforgood.org