

PR & Communications Manager

inSpiral Visionary Products

Description of Brand



inSpiral believes that each and every one of us can contribute to creating a better world – one bite at a time. The foods we produce reflect this ethos and are based on sound ancient natural wisdom combined with the most cutting-edge nutritional research. inSpiral food products are organic, natural, vegan and raw. We are a dynamic rapidly growing company, where change happens fast.

Job Description

inSpiral is looking for an efficient, independent and confident PR & Communications Manager to join their North London food & lifestyle brand.

Responsibilities

Digital Marketing, Social Media & Project Management:

- Creating Webshop special offers
- Creating/commissioning related support material (such as recipes and articles).
- Co-ordinating the finance director, design assistant, trade marketing manager, wholesale administrator and Instagrammers/photographers to make Webshop offers & content come together
- Uploading offers & blog posts to Woocommerce and Wordpress
- Creating Mailchimp campaigns
- Scheduling social media posts to Instagram, Facebook and Twitter
- Snapchat?

Customer Service:

- Responding to questions, comments and complaints received by social media

PR:

- Writing press releases and approaching journalists & bloggers/vloggers.
- Responding to journalists' requests, sending out samples, monitoring and capturing press coverage.
- Developing and maintaining partnerships with organisations
- Attending trade & consumer shows.
- Creating a strong brand presence in the health and wellness community.

Trade Marketing

- Collaboration with wholesale team on trade marketing activities.
- Manage in-store demos and joint promotions with retailers
- Write nutrition focused marketing materials, such as sales sheets, catalogue and product training

manuals.

Requirements

- A passion for plant-based foods
- PR & Communications experience (4+ years) working with innovative, leading, like-minded brands.
- An understanding of the health and wellness community, specifically within the London market.
- An eye for modern design, particularly with regards to working with food Instagrammers and creating design briefs for the design team.
- A demonstrable ability of taking concepts to reality
- Ability to manage and identify key partnership opportunities.
- Excellent online and offline communication skills.
- Internet savvy.
- Strong Microsoft Office skills, particularly excel and PowerPoint
- Experience in MailChimp, WordPress, WooCommerce, Buffer or Hootsuite.
- Some Adobe Photoshop and InDesign experience would be an added bonus.
- A positive-can do attitude
- An active interest in sustainability, creating a compassionate world and/or the vegetarian philosophy.

Location

inSpiral HQ is located above our kale chip factory in Tottenham, North London.

Salary

Upon application (£25-£30K) DOE plus discretionary bonus

Staff receive a generous product discount and a free daily vegan lunch is available for all.

How do apply

Send a CV and covering letter to vera@inspiral.co

Deadline For Applications: 31st August 2016