

Marketing Lead

We are hiring a Marketing Lead to take ownership of Mission Kitchen's marketing activity, planning and delivering effective marketing across all our channels and business activities.

This is both a strategic and hands-on role for an experienced marketer who can shape our overall marketing direction as well as delivering effective campaigns and day-to-day activity across all channels, trying, testing and learning. You will be responsible for building and executing a marketing plan that drives growth across our kitchen and workspace membership, events, venue hire, and new product areas including corporate gifting and culinary workshops.

We have a small team and you will take sole responsibility for Mission Kitchen's marketing, so this role requires someone equally comfortable creating strategies and rolling up their sleeves to implement them.

What you'll do:

- Develop a comprehensive, actionable marketing plan targeting growth across all business activities
- Plan and deliver marketing activity across social media, email, CRM, paid media and partnerships
- Manage marketing calendars, budgets, performance reporting, and KPIs
- Create engaging and effective content to drive social media engagement, reach and growth
- Craft brand messaging and copy for use in campaigns, on website and across all channels
- Plan and deliver targeted campaigns to drive growth of specific products and services
- Set KPIs, monitor results and adapt strategies to increase effectiveness
- Manage agencies and freelance support
- Report regularly to the Founders on performance and opportunities

What we're looking for

- 3+ years marketing experience
- In-house experience leading marketing at start-ups and growing brands
- Case studies and evidence of effectiveness of previous marketing strategies
- Strong track record of driving growth through primarily digital marketing channels
- Confident using data to analyse effectiveness and optimise strategies and spend
- High levels of ownership and accountability
- Comfortable working in a fast-paced, entrepreneurial environment
- Self-starter who enjoys collaborating with small teams

Bonus but not required:

- Directly relevant experience delivering marketing within workspace, coworking or other membership-based businesses.

Details

- Contract: 3 Days per Week
- Basic: £35,000 - £40,000 pro rata
- Location: Hybrid – we're based in Nine Elms, London

How to apply:

Send an email with your CV and a covering email summarising why you've applied and what you'll bring to the role to charlie@missionkitchen.org

About Mission Kitchen

Mission Kitchen is an incubator for food entrepreneurs. Our first location in London supports a community of 115+ independent food businesses led by a diverse group of entrepreneurs and innovators. We offer flexible, affordable access to shared commercial kitchens, co-working spaces, and event venues, alongside business services, events, and mentorship. We aim to reduce inequality, improve representation, and champion sustainability through food enterprise.