



Social Lead

Overview:

Mission Kitchen is looking for a new Social Lead to take ownership of our social channels and transform the way we create and share content.

It will be your job to build Mission Kitchen's reputation as the most exciting food start-up community in the country. You will be embedded in our incubator space, capturing and sharing the stories of our members, their start-ups, big wins, total disasters, their food and drink, their cuisines and culture, our community, our events and everything that goes down in the kitchen.

Your goal is to bring the world inside Mission Kitchen, make thousands more people aware of the work we do and the start-ups we support, attract more founders to join us, and help us launch new projects and products to food lovers across London.

You will take sole responsibility for all aspects of Mission Kitchen's social media marketing, reporting directly to one of the Founders.

The Package:

Hours: Part-Time: Tuesday to Thursday

Salary: £30,000 - £34,000 Pro Rata

Location: You'll be based at our site in Nine Elms, Central London. On-site at least 2 days each week and ideally as much as possible, but with opportunities to WFH when it makes sense.

Reporting to: Charlie (Co-Founder)

What will you be doing?

- **Creating Engaging Content:** Launch yourself into the world of Mission Kitchen and spot the stories, personalities, food, events and behind-the-scenes moments that the world needs to see. Find and execute the repeatable formats and reactive moments that will cut through.
- **Producing, Writing & Editing:** Produce scroll-stopping social native content for Instagram and LinkedIn. Filming, editing, presenting, writing, and designing stand-out content yourself, and collaborating with videographers/photographers on special projects.
- **Channel Ownership:** Manage and grow our social media presence across Instagram and LinkedIn. Own the content calendar and with sole responsibility for strategy, creative ideas, content creation, publishing, community management and reporting



- **Testing & Iterating:** Get obsessed with performance. Test ideas, analyse results, iterate quickly to find the things that work. Get into the data and use it to make each piece of content better than the last. Report regularly to the founders to show us what you're learning.
- **Collaborations & Partnerships:** Build relationships fast and work with our members and industry network to tell stories and share audience. Use your initiative and hustle to deliver collabs, creator partnerships and UGC opportunities to extend our reach.
- **Flexible Marketing & Sales Support:** Applying yourself flexibly across our other marketing and sales requirements. This might mean designing posters, writing copy for email campaigns, supporting our agency with paid ad tests. Getting stuck in and using your skills to help growth wherever it is needed.

What are we looking for?

Required

- Proven ability to produce social content that works
- Experience owning social channels and delivering growth
- Comfortable behind and in front of camera
- Natural ability to spot stories and get the best content out of different people and personalities
- Confident creating and editing social content fast
- High energy, high output approach that generates lots of content
- Confidence with data, iteration and effectiveness
- Good use of AI tools to help you work efficiently and experiment quickly
- You move fast and don't wait to be told what to do

Bonus

- Proven ability to create food content that cuts through
- Experience with email marketing, writing, designing and sending newsletters
- Experience making content for paid social ads

How to apply:

Send an email with your CV and links to your channels, portfolio, content or previous projects to:
hello@missionkitchen.org

About Mission Kitchen:

Mission Kitchen is an incubator for food entrepreneurs. Our 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 space, alongside business support and mentorship. We aim to champion the next generation of food talent, and reduce inequality, improve representation, and champion sustainability through entrepreneurship.