



## Content creator

At BOL, we're on a mission to become the leading naturally plant powered food brand on planet earth. Admittedly we have some way to go in order to achieve these lofty heights but almost 6 years in, we've made a good start and are now seen as one of the leading plant-based brands in the UK.

Our purpose is to 'inspire the world to eat more plants.' We know that our food choices are the biggest environmental decision we face every day, so wherever people are on their foodie journey at BOL we aim to offer something delicious, healthy and quick for every occasion so that we can help make eating a mainly plant based diet the norm.

To support us with our ambitions, we're looking for a creative and passionate marketer to create, lead and develop the content for our business and our content calendar and brand campaigns.

The Brand, Marketing & Innovation team is led by Jeremy. The team consists of the brand team, the innovation team and the communications team which includes digital and in-house creative team. – this role will sit in the comms team reporting to the Social Media & Partnerships Manager and working closely with Jeremy and our Founder & CEO, Paul.

## The person

You'll already be excited about joining the BOL family, believe in our purpose and to help deliver our growth. To be successful in the role you will need to be creative, adaptable, curious and passionate about brands and social media.

You will need to have the following experience:

- 2+ years creating incredible content for a brand.
- From stop motion to stills, Insta to Tik Tok you will love creating beautiful and engaging content for the right platform.
- Creating & making things happen - experience in photography, videography, copy writing and how to make ideas work on social...you also know what doesn't work.
- Excellent attention to detail.
- Proactive with a positive can-do attitude.
- Organised and great at multi-tasking.
- A good understanding of how earned, owned and paid media works.
- Self-starter and thrive in our entrepreneurial culture.
- Skilled and evidenced copywriter.
- Curious and connected to cultural trends and knows how to tap into them.

## The role

- This role is all about doing...being self-sufficient and creating content which builds awareness of BOL and helps us to be culturally relevant in our consumers lives.
- Generate, create, edit and publish engaging content daily (originate text, photos, videos and news).
- Manage the content creation of our editorial calendar posting regular content across all channels – our calendar will have a blend of brand and product led campaigns as well as culturally relevant copy and brand placement. To support the build of the profile of our brand and business - our people, our products, our Brand and our purpose.
- Manage workloads, prioritise and deliver projects with agreed deadlines and budgets.

## What you will get here

Trying to do the right thing has been part of our DNA since day 1, we have always tried to be a



force for good as a business so embrace equal opportunities and cultural diversity in everything that we do. We take our products as serious as it gets, our responsibility to both people & planet too (we have just received our B Corp accreditation)– we believe the serious stuff can still be delivered in a fun high energy environment though. Leave the corporate mumbo jumbo at the door.

This role will largely be based out of the Veg Pad which is an awesome top floor studio with views across London – chasing down those evening sunsets from the terrace is a particular passion point for a number of the team.

The freebie food & drink benefits from here are pretty endless, think freshly brewed coffee from the smiley barista, plant powered brekkie, lunch and dinner on BOL not to mention the free beer, cider & prosecco taps.

The team, culture and relationships built here are second to none.

You will get the opportunity to help create and execute game changing campaigns from a brand with passion and purpose.

### How to apply

Please e-mail your CV + a short cover note on why you're excited by this role and opportunity to [Leon.Milns@bolfoods.com](mailto:Leon.Milns@bolfoods.com)