



## Social Media & Partnerships Manager

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 an outstanding marketer to oversee the complete digital marketing strategy, developing, implementing, tracking, optimising digital marketing campaigns and building a scale DTC business.

The Brand, Marketing & Innovation team is led by Jeremy, who you will report to. The team consists of the Brand team, the innovation team and the communications team which includes digital and in-house creative team.

## The person

You'll already be excited about joining the BOL fam, believe in our purpose and to help deliver our growth. To be successful in the role you will need to be creative, adaptable, analytical and passionate about digital marketing – curious to learn more and passionate to teach the team.

You will need to have the following experience:

- 5+ years working experience of digital marketing roles within FMCG, likely to have had blue chip experience, bonus to have had start-up experience too.
- Experience in executing successful social media campaigns.
- Exhibit practical experience in keyword search, SEO management, email and marketing database.
- Working knowledge of marketing and web analytics tools such as Google AdWords and Google analytics.
- Experience in managing a growth strategy for e-commerce & PPC campaigns.
- Experienced in managing and building partnerships and events to build brands.
- Updated on new technologies and latest trends in digital marketing.
- In-depth insights on all social media platforms.
- Excellent attention to detail.
- 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 in brief

- Through understanding and tons of experience in setting up paid social media advertising campaigns with ability to analyse performance using Facebook insights, Google analytics, Instagram etc.
- Develop the BOL digital marketing strategy.
- Plan and control the BOL social media channels and company website.
- Leading our e-commerce channel – building this channel into a £1m run rate business by end of this financial year. Sustainably building a scale followership of BOLievers.
- Report on the performance of all digital marketing activities and compare results against KPIs and ROI targets.



- Leading and co-ordinating our partnerships (including influencers current and new) and brand presence on and offline.
- Direct reports – 1 x content creator. Dotted line management of our community manager.
- Build and lead all our events - creative direction, messaging and consumer experience.
- Key leadership role, working cross functionally with heads of functions across the brand.
- Highly motivated energetic radiator who naturally leads people & projects.

### 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)