Social Media and Online Marketing Manager for Meal Kit Delivery Startup
HelloFresh, New York City

About HelloFresh
We are a growing multinational online startup in the expanding meal kit delivery market. Become a member of our great international team, and join a group of young and motivated entrepreneurs. This is a unique opportunity to take part of an exciting journey, develop a business and gain valuable and challenging experience at a rapidly expanding start-up company. You will get responsibility from day one – dive into an exciting industry and develop a startup at the last online frontier. We are fast-paced and love the food world.

About the Position
We are looking for a driven, entrepreneurial person to manage the social media and online marketing channels and be responsible for the execution and analysis of these channels. For this we are looking to add a Social Media and Online Marketing Manager to our team who is eager to take responsibility and help grow our customer base, develop our brand and take the business to the next level. The role is an opportunity for a result-focused and driven individual with natural charisma and energy to make a real impact in an exciting early-stage business. We want a team player who is hands on, highly motivated, has excellent communication skills, who enjoys taking initiatives, and who get things done sooner rather than later.

Offer details:
• Position: Social Media and Online Marketing Manager
• Starting date: As soon as possible
• Commitment: 6 months paid, moving into full-time for the right candidate

Position description:
• Work closely with the Marketing Manager to create a social media and online marketing strategy and be responsible for execution
• Manage our Facebook and Twitter accounts: be responsible for content creation, interaction with fans and reviewing effectiveness
• Identify bloggers and online forums to target and manage relationships
• Create content and following for our HelloFresh blog
• Be responsible for closely linking offline marketing activities with online
• Track and analyze key metrics, and continuously develop and improve results
• Help out every work stream where necessary – be the firefighter

Requirements:
• Great interpersonal and communication skills
• Enjoys taking initiative and coming up with ideas
• Self-motivated and driven – takes ownership of his/her work and thinks beyond the scope of a given assignment
• Significant sales experience – love selling and solving a problem for customers
• Structured – enjoys developing optimal structures and work in complex settings
• Hands-on - get things done sooner rather than later
• College degree required; advanced degree not required but a plus

Application process:
Please send your resume and a cover letter, including your contact details and earliest possible starting date, with the subject “Social Media and Online Marketing Manager” to janna@hellofresh.com