



— This is our
Hearty Roots Stew



Marketing Director

allplants is a VC-backed B-Corp on a mission to become Earth's most forward-thinking food company.

We believe food is the bridge between people and planet, so put social impact first, while feeding the world delicious, plant-based food. Since launching in Jan'17 we've bagged awards and attracted over 70,000 social media fans, while serving >250,000s meals through our 5-star, online shop and subscription service.

From a creamy cashew mac, to a spicy jerk jackfruit, today we deliver delicious ready-to-eat meals to your door. They're flash frozen, chef-prepared and totally plant-based - offering ultimate convenience for health-minded foodies. And that's just the beginning.

The movement to a healthier, more plant-powered world is gathering pace and our plans are delicious, bold and daring. Over the next 12 months, our online offering will grow as we introduce new recipes, serving formats and eating occasions for our community. At the same time, we'll continue to build our celebration of plant-based living through content, media, campaigns and events, making it colourful, attractive and irresistibly easy to enjoy a more plant-based lifestyle.

We're accelerating the growth of our plant-inspired community - that's why we are pulling together a team of seasoned and hungry operators, creatives, techies and foodies, on our own missions to change the world.

the role.

Working with us, you will:

- Own *allplants* revenue goals and performance, marketing strategy and budgets, scaling our subscriber base on a profitably geared CAC: CLV mechanism - thoughtfully cascading these across the organisation
- Architect, hire, develop and manage your team of marketeers, analysts, creatives and hustlers to embody our brand, amplify our message and build *allplants* into a global household name.
- Lead campaign and growth planning cycles cross business, detailing the commercial impact of channel investments, new products, brand and messaging to compliment today's offering, develop meaningful attribution and acquisition metrics and continue to grow CLV and referral virality.





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- Collaborate closely with every team at *allplants*, driving delivery on rapid growth goals while balancing with the trade-offs and finesse behind building a world class brand to accelerate the *allplants* movement.
 - Leverage learnings and successful outcomes in the UK as a blueprint for new territories (European and North America) to build *allplants* into the global home of plant-based living.
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your skills and experience.

You'll be a great fit here if:

- You have substantial and extensive experience and success at scaling an eCommerce business (subscription experience and multi-market favoured) to millions of users and you're chomping at the bit to build another rocketship - this time on a planet-first mission;
 - You have excelled at leading teams to deliver large scale campaigns and launches, and you combine setting a high bar while also being a hands-on coach, developing junior to senior members of your team
 - You have a bias to action, preferring an imperfect decision that triggers learning over no decision at all;
 - You are working at a high growth startup or in a similarly fast-paced eComm environment as the leader of all things Marketing, Growth and/or Commercial, and are itching to do something to make our world a better place while taking a product with a lot of customer love racing into growth mode;
 - You are resourceful, with a track record of achieving exceptional results by building a great team;
 - You bring a sense of humour, high energy, and passion for the plant-powered future we're building;
 - You are a strong verbal communicator, you are a naturally confident spokesperson with an ability to build lasting relationships internally and externally, and have an eye for great talent;
 - A strategic thinker, you ask thoughtful questions, track results, and always strive to better yourself;
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our offer.

- Be part of a growing food-tech startup and help shape the future of food
- Collaborative, flexible and friendly environment
- Competitive salary, share options, 24 days holiday and a pension plan with employer contributions
- Career development plan & training budget
- Healthy lunches, breakfast and snacks, and lots of *allplants* tastings(!)
- You'll be part of a business with purpose, using commercial growth to better serve people & planet





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- Join an energetic, passionate team of mission-driven people who will challenge and stimulate you

