



← This is our
Hearty Roots Stew

allplants

PR Manager

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 celebrating 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 ready to truly transform food and have some fun while we're at it. To do so, we need to celebrate the stories that make our brand great and uncover more stories that push plants, while celebrating people and planet to the full.

the role.

You will be as sharp, smart and relatable with words on a page, as on the phone or in person.

Using an equal mix of strategy, ideation and execution, you'll be responsible for maximising *allplants* presence in UK press and socialsphere, growing brand awareness in relevant customer segments, while increasing traffic to allplants.com through linkbacks, organic search and maximising the reach on *allplants* content.





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The role will involve:

- Managing all press, partner and influencer relations to reach agreed monthly targets (i.e. AVE, Reach, Sentiment) delivering website traffic and increased brand awareness.
- In the process of achieving the above, you will be responsible for:
 - Embedding our brand's voice in popular culture as a champion of the plant-based movement.
 - Building partnerships to elevate our range of meals (i.e. featured chef, pop-up events, nutrition trials).
 - Maximising the reach on all organic *allplants* content, outside our direct channels (i.e. recipes content shared by Stylist).
 - Writing a minimum of 3 articles for *allplants.com* per month guided by the content and marketing teams.
- Developing, writing and managing the delivery of a thought-leadership content series (see [explained](#) and [your food roots](#) as examples).

your skills and experience.

You'll be a great fit here if:

- You have a first-class degree in Journalism, Communications or English Literature.
- You have 3-5 successful years experience in PR management: planning, pitching and securing impressive coverage for breakthrough brands.
- You excel at delivering end-to-end excellence in communications strategy and design across a wide variety of mediums for major or fast-emerging consumer brands.
- You thrive on building relationships and telling stories that matter to people and planet.

our offer.

- Do something that matters, that our world needs, and with people who will challenge and stimulate you.
- Competitive salary package including share scheme and pension.
- Always have your voice heard and drive change every day.
- Career development plan & training at Europe's fastest growing plant-powered food startup
- Free healthy lunches, breakfast and snacks, as well as staff discounts on *allplants* deliveries.





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- You'll be part of a business with purpose, using commercial growth to better serve people & planet
- Join an energetic, passionate and supportive team, who care about every dish and each other
- Get in early at a VC-backed B-Corp startup, while growing alongside an *allstar* team
- Regular social gatherings and an intimate, collaborative environment

