



← This is our
Hearty Roots Stew

allplants

Social Media and Content 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, our social media and original content needs to entertain, engage and foster a sense of community that customers, fans and followers love. Content they watch, share, enjoy and take action on.

the role.

We see content as a standalone product, not simply a marketing tool to attract and retain customers. You will manage and shape *allplants'* social, editorial, video and original production presence, appeal and feel to inspire the next billion plant-powered people with relatable, delicious, smile-provoking content.

Using an equal mix of strategy, ideation, production mgt and creation, you'll be responsible for the growth and engagement of *allplants* social channels generating 150k organic engagements per month (likes, shares, comments, swipe ups) across all platforms by May 2018.





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allplants adverts, food and lifestyle content reach over a million people each month. So far, our relatable, planet passionate, food-inspired brand and content has proved a hit with a whole new generation of healthy, plant curious people. As we go from scrappy startup to household name, you will scale our content production, curating a strategy based on food, wellness and environmental awareness to inspire the next billion plant-powered people.

You will have management experience and be:

- A sharp creative planner who has proven experience turning content-based ideas into engaging features through personal and professional projects.
- An expert collaborator who understands the power of partnership to accelerate growth.
- Able to show us a brilliant portfolio of work that includes flawless editorial copy, end-to-end concept to production video-based content (short and long form) and previous success in growing engaged digital followings.
- Passionate about spreading the power of plants through producing content our customer will watch, share, enjoy and take action on.
- Detail oriented, self-motivated, highly organised and run a tight budget.
- A natural and merging emotional intelligence with creative excellence and business strategy. You will use your work to provoke and inspire positivity.

your skills and experience.

You'll be a great fit here if:

- You have 3-5 years experience in content creation and previous personal and/or professional success in high engagement social media growth.
- You excel at delivering end-to-end excellence in communications planning and delivery across a wide variety of mediums for major or fast-emerging consumer brands.
- You thrive on producing creative excellence on a budget, pushing ideas that have the power to influence a better world to creation.

our offer.

- Competitive salary package including share scheme and pension.





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- Do something that matters, that our world needs, and with people who will challenge and stimulate you.
- 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.
- 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

