



EDIBLE EASTSIDE CIC - incorporating Kitchen School CIC

Job description

ADMINISTRATION & MARKETING ASSISTANT FULL TIME – INTERNSHIP

Based in Digbeth with occasional days at the cookery school in Edgbaston

1. Introduction

We have an exciting new position at Edible Eastside. We are recruiting an assistant to the Director who will lead on the marketing of the new company and its growth plan. The position will involve working closely with the Director and the steering group to develop a unique food-learning centre based in the cultural quarter of Birmingham. The company is unique to Birmingham combining horticulture, food awareness, cookery, arts and events. For the right candidate this is an opportunity to help create the first city centre farm and eco-events space in Birmingham.

The position has arisen because Edible Eastside CIC (www.edibleeastside.net), is merging with Kitchen School CIC (www.kitchenschool.co.uk) to create an innovative and exciting new social enterprise, which will supply fresh produce and food products and offer a school and training facility in sustainable food. The business offers a unique farm to fork experience in one site with a food-growing garden, cookery school and dining room on one site.

Edible Eastside is a sustainable food project that has been open for three years. In that time it has created a unique food project and a brand known for locally grown food with integrity and authenticity. This not for profit operation receives over 1,000 visitors a year who come to experience the unique space created for people to learn and enjoy home grown food. It is open in the Summer for visitors to experience the centre and enjoy a wood fired pizza and be part of our cultural programme. Our community garden is partnered with Birmingham City University (BCU) who run a growing programme and our #Digbethfirstfriday events.

Demand for our produce has grown and we are now set to add a supply chain service of niche-range edibles for local restaurants and the trade, who need exceptionally fresh high quality produce.

The new company will offer a range of services from training, education, catering services and corporate hire to a grocery supply services for discerning restaurants and independent food stores.

The cookery school is currently run from the Directors home as a pop-up cookery school and supper club venue. The core school programme includes a suite of basic, regional, artisan and advanced cookery courses for food enthusiasts. The school will move to Digbeth at the end of 2015.

Kitchen School is passionate about *food for everyone* - it's an inclusive kitchen promoting an ethical, sustainable and nutritious food supply and classes will lead by example with menus which are low carbon, low waste, low cost, but highly nutritional in value where possible. Local chefs deliver the classes and the supper club. At Christmas 2014, Masterchef finalist

Claire Hutchings hosted a supper club. The resident chef is Chris Hughes, a lecturer in Food & Hospitality at Birmingham and Metropolitan College (BMET).

The newly merged businesses will be launched in June 2015.

The company is scaling up and will have four business units:

1. EE: Supply – growing high value herbs, veg and flowers for local restaurants

Key clients: Restaurants, Independent food shops, food colleges, online business

2. EE: Kitchen– A product development kitchen to create artisan food products from our own- grown produce as part of the brand for wholesale and commercial food sector.

Key clients: Restaurants, Independent food shops, food colleges, online business

3. EE: Community – A unique urban food garden open to the public and for hire. The garden runs a summer programme of events, art projects and is available for hire for private parties.

Key clients: General Public, Community Groups, Private & Corporate Hire

4. EE: Apprentices (From 2016) – Teaching horticulture and cookery at all levels with a range of short courses in gardening, foraging, cookery and nutrition. The school will also run apprenticeships, offer modules to undergraduate food & hospitality students & CPD for Chefs.

Key clients: Chefs, general public, FE & HE colleges, community groups, Health Agencies

2. Terms of appointment:

1. Wage: £16,000 per annum
2. Hours: 37.5 hours a week (over 5 days a week)
3. Occasional work required out of hours for events
4. Annual Leave: 22 days a year plus bank holidays
5. Fixed term for 1 year initially
6. 3 month probation
7. Reports to Director – Jayne Bradley

3. Job Purpose

To work with the Director to develop and implement the marketing & business plan.

To assist in the promotion and development of our events, cookery classes and develop our commercial growing business

To lead on the social media, developing the database of clients and customers.

4. Duties

1. Create a database of contacts and customers for schools and colleges
2. Keep the website up to date and make entries on the blog
3. To assist in the day to day running the office, answering the telephone, email enquiries and online booking and supply enquires.
4. To assist the director where necessary and to take on other duties as necessary.
5. Help with the launch of the new business in Summer 2015
6. To help develop online and print sales campaigns
7. To help run events and classes

5. Person Specification

We are looking for someone who is interested in a career in food sector, environmental issues, horticulture, environmental marketing or arts/marketing, who is keen to grow their career interests with us.

We need someone who is:

1. Organised and able to work without lots of supervision
2. Some experience or understanding of marketing
3. Confident on the telephone and dealing with public
4. Computer skills, using social media and website
5. Open to training on Wordpress website
6. Confident under pressure when deadlines are looming
7. Educated to A level or Graduate preferably
8. Sympathy with aims of the business and the need to balance quality, product integrity and commercial reality

Desirable

- Knowledge of food industry in Birmingham and West Midlands
- Or gardening / food growing experience
- Or Arts / Environmental Art

Timetable

Deadline for applications	7 th April 2015
	Application by email to jayne@edibleeastside.org.uk
Interviews	Friday 10 th April 2015
	Interviews held at 122 Fazeley Street Birmingham B5 5RS
Start Date	As soon as possible or within a month

To apply email your CV and covering letter telling us why you are right for the job to jayne@edibleeastside.org.uk by 5pm on 7th April 2015.