

Digital Content Creator – IKAWA Pro

Job Description | July 2023

IKAWA Coffee

We design and manufacture transformational, innovative systems to improve the quality and appreciation of coffee. Our patented technology is recognised as industry leading, sold in 100+ countries and used to roast over 1 million times per year.

Our products currently consist of coffee roasting machines together with supporting apps and a range of curated green coffees.

The award winning IKAWA Pro Series is used by coffee professionals to advance coffee quality by helping them improve their evaluation of green coffees. It is a disruptor in this sector and is being used throughout the global coffee value chain by industry leaders.

Our IKAWA Smart Home Coffee Roaster System brings coffee to life and is aimed at coffee connoisseurs and enthusiasts. This system is designed to provide a simple and accessible approach to coffee roasting and includes a coffee roaster, selection of green coffees, roast recipes and the IKAWA Home app.



Role

We are seeking a creative, engaging, and strategic Digital Content Creator to tell our story to our IKAWA Pro customers. The role is to create and maintain a content plan, in collaboration with the Marketing Manager, as well as the creation of video, blogs, and photography.

Topics would include everything from customers stories, to product updates, customer service tools, event photography and videos, testimonials, how to resources, and more.

Our small, mighty and international marketing team looks after a wide range of IKAWAs customer facing assets and activities, and as such each week can be quite different to the last!

The role offers the opportunity to travel and work closely with partners that are based around the world in both coffee consuming countries and coffee producing countries.

You will be a talented and productive person who can independently create engaging and informative video, blogs, and social media content that our customers love.

You're motivated by the outcome of the content. You work well alone and can move quickly. Passion and experience in the specialty coffee industry is a large benefit.

Key areas of responsibility

- Creating video, photography, blogs, and social media content for all channels
- Working to a communication and brand strategy in collaboration with the rest of the marketing team

Requirements

- Great creator of photos, video, and written content.
- Good sense of design, tone, and messaging.
- Ability to collaborate effectively with others.
- Availability to travel to customers, trade shows, and events

Additionally

- We value people that have a positive proactive attitude to work.
- Ability to work independently and as part of a team.
- Ability to work under pressure, solving problems and working to deadlines, while remaining organised and efficient.

Location

This is an office-based role in our headquarters, located at Unit 9, Bayford Street Business Centre, Bayford Street, London, E8 3SE. Our expectation is that you work from the office but we are flexible with your need to work from home on occasions.

Contract

Full time (Monday – Friday). Immediate start available. Notice periods considered.

Remuneration

Competitive salary based on experience.

22 days' holiday (increasing 1 per year up to 25) plus bank holidays.

Company benefits include one of our Home Roasters, team incentives and activities, perks, occasional travel, L&D opportunities, access to company pension scheme, ride to work scheme.

Application

If you are interested in the role, please submit a recent CV, including a brief statement of interest on why you are well-suited to the position. Applications without a CV and statement of interest will not be considered.

Please send applications to hr@ikawacoffee.com.