

# I K A W A

**Job Title:** Marketing Executive

**Salary range:** £30k - £35k

**Location:** Hybrid, working 3 days a week from our HQ in London (after successful probation period)

With customers in over 100 countries, IKAWA has redefined how both professionals and home coffee drinkers think about roasting coffee.

IKAWA means coffee in Kirundi, which is the language of Burundi. It was from his time growing up in Burundi that our Founder, Andrew Stordy, had the idea for the IKAWA roaster. It inspired him to create IKAWA with a mission to invent solutions to drive change in coffee, from farm to cup.

## **The Role**

We are seeking a well-rounded Marketing Executive who can move from content creation and email marketing, to e-commerce, and sales support.

Our small but mighty 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!

## **Who You Are**

You are an ambitious, self-starting, and strategic person that can work in a fast paced environment. You can write clearly, have a good sense of design, and understand a basic marketing funnel.

Experience in small, successful companies is a plus, as is having a diverse background of experience in and around marketing.

Coffee industry experience is an asset but not required.

## **Key areas of responsibility**

- Content creation (video, photo, written) to be used across all channels
  - Experience filming and editing video an asset
- Community management through social media and email
- Assisting with email marketing creation and scheduling
- Event planning, event production, and event attendance

- Project organisation and liaising with outside freelancers and agencies for things such as website, events, print design and production, merchandise, and more
- Website updates and planning

### **Requirements**

- Experience creating on-brand content for customers and social media
  - Video and photos
  - Articles and blogs
- Experienced using and contributing to
  - e-commerce website
  - email marketing
  - analytics tools
  - social media platforms
- Ability to use Adobe Creative Suite (mostly Premiere Pro, Photoshop, Illustrator)
- Good sense of design, tone, and messaging
- Ability to write a good brief, and organise outside help to complete work

### **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
- Must be able to be on site in our offices in East London at least 3 days a week

### **Application**

Please provide evidence of previous work or projects, a portfolio, CV and a cover letter of a maximum one side, including what excites you most about this role, and setting out how your experience meets the job description to [hr@ikawacoffee.com](mailto:hr@ikawacoffee.com)