



Interim Social & Digital Brand Manager

Overview

The Tofoo Co are starting a tofu revolution – one delicious, healthy meal at a time and we need YOU! We're looking for a Interim Social & Digital Brand Manager to join the Tofoo journey.

We have happy and engaged staff where the belief is quality beats quantity. This extremely exciting entrepreneurial business make tofu but not any old tofu, the real stuff- natural, sustainable, organic and traditional made by hand and packed in Yorkshire.

Privately owned by passionate people with a long history working in the UK Food sector, The Tofoo Co plan to change the way we eat helping us all to make better choices without compromising on taste. With a clear vision, most major retailers on board and a growing loyal customer following, The Tofoo Co will make a difference to how we shop, cook and eat.

Position Overview:

We are looking for an Interim Social & Digital Brand Manager to join our Marketing department. Working closely with our Head of Marketing you will play a pivotal role in the delivery of our 2025 social, digital and marketing plans. The role will get involved in all aspects of the marketing mix but foremost will need to lead the way and actively manage the brand's active online community.

The role is a 6-month interim role, predominantly home based with one day a week at our Malton office, as well as occasional travel to Leeds.

Key Responsibilities:

- Work with the Head of Marketing to refine The Tofoo Co brand strategy and deliver the annual brand plans.
- Plan and manage a comprehensive content calendar aligned with key moments, and brand objectives to maximise engagement, brand fame and channel growth.
- Build and manage a thriving social community, responding to queries and fostering conversation.
- Create high-quality, self-shot social content for TikTok and Instagram Reels, working alongside the Brand Manager and Culinary Development Manager to create impactful recipe videos that drive audience education.
- Lead influencer activity, including campaign planning, contracts and relationship management with influencers and agencies.
- Monitor trends and platform algorithm changes to ensure content is optimised for maximum reach and relevance across key growth channels Instagram, TikTok, Facebook and LinkedIn, whilst staying ahead of the pulse for new opportunities.

- Set up and monitor paid social activity, optimising campaigns across the brand's channels to deliver maximum impact and efficiency.
- Track organic and paid social performance, analysing metrics and monitoring competitor activity to provide actionable insights to optimise digital activity.
- Assist the NPD process and launch of products to market, creating and implementing launch strategies.

Who we are looking for:

- A minimum of 2-3 years' experience in social and digital marketing ideally within FMCG.
- Strong copywriting skills and hands-on content management expertise.
- A proactive, innovative mindset with a passion for staying ahead of social media trends.
- Analytical skills to assess campaign performance and refine strategies effectively.
- Ability to create insightful marketing reports for key business stakeholders.

Job Types: Full-time, Temporary

Benefits:

- Free parking

Schedule:

- Day shift
- Monday to Friday

Work authorisation:

- United Kingdom (required)

Work Location: Hybrid