

## **Creative Culinary Lead Job Specification**

Reporting to: **Tom Jackson** (Co-Head, Twisted)

<b>Job title:</b>	<b>Creative Culinary Lead</b>
<b>Department/Brand:</b>	<b>Twisted</b>
<b>Reports to:</b>	Creative Director
<b>Duration:</b>	Perm
<b>Hours:</b>	Full time
<b>Office Location:</b>	London, UK

### **About Twisted**

We are the biggest online food and drink publisher in the UK as well as the foremost food-centric media brand at Jungle Creations. We create, produce and publish food & drink content that is seen by upwards of 400m people each month. As a result, we have a highly engaged and dedicated audience of over 35 million people that follow us across our active social media platforms. We have worked with some of the biggest brands in the world - Heinz, Frank's RedHot, Baileys, Snickers, and Oreo to name a few. We also write cookbooks, run restaurants, create bespoke food & drink products for retail, launch meal kits, create merchandise, partake in restaurant collabs, create some of the most highly engaged food programming going, run pop-up bars and other live food & drink events and other bits and bobs.

### **Role Purpose**

All our food producers, guided by the Twisted food program, must demonstrate a strong aptitude for cooking food from around the world to the highest standard, ensuring that all recipes are researched, tested and developed to ensure they are camera-ready. All food producers take full-stack responsibility and ownership for their recipes and are credited accordingly via their social handles (where applicable). It's also important to note that we expect all producers to demonstrate a firm understanding of what makes their food and cooking unique - all good cooks have individual passion points and we celebrate that here at Twisted.

Working alongside a talented team of videographers, editors and producers, Twisted food producers must co-create or self-shoot videos which function as premium, marketable products for the Twisted brand, both commercially and editorially.



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As a member of the Twisted on-screen talent team, producers will be expected to develop in their role to be comfortable presenting (and cooking) on a multitude of Twisted video formats that live across Twisted's numerous content platforms. All Twisted producers are ambassadors for the Twisted brand and must live and breathe our ethos!

## **Key Responsibilities:**

### *- Video / Recipe Production*

- Recipe development, fully researched, completed and recorded for a multitude of video or written formats, both editorially and commercially
- Onscreen presenting / cooking
- Ongoing consideration and evolution of food strategy, working alongside other senior members of the team and Creative Director
- Proposal and management of serialised recipe content and show concepts, encouraging the wider team to maintain consistent contributions
- Full creative ownership of recipes produced, measured against KPIs
- Running Weekly Food Meetings to recorded agendas
- Coordination of all editorial and commercial recipe concepts and documentation cross-platform, including website
- Management of food studio(s) alongside other senior members of food team staff and videography staff

### *- Creative Development*

- Conceptual development of proactive ideas
- Proposal of serialised recipe content and show concepts.
- Contributing to prompt and thorough responses to any UK/US commercial food briefs, liaising with the Account Management department where necessary

### *- Strategy*

- Contribution to proposal, innovation and development of wider Twisted brand and its subsequent media platforms, ongoing projects and offline endeavours.
- Ongoing consideration of food & brand strategy alongside other senior members of the team and Twisted's Creative Director

### *- Other*



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Mentoring junior members of the team and assisting with their development

### **Essential experience required:**

- Extensive on-screen cooking or live cooking demo experience
- Extensive professional cooking experience and/or food content creation experience
- Proven experience researching, writing or developing recipes
- Ability to develop and enact creative culinary programming ideas
- Ability to thrive in a creative, close-knit team
- Devoted interest in and a deep understanding of cookery writing, online food media and the wider food industry
- Practical management experience

### **Desired experience:**

- Experience developing/storyboarding content formats for social
- Copywriting experience
- Creative experience
- Food-related branded content experience

### **Expectations:**

#### - Skills

- Content analysis
- Time management and prioritisation
- Communication
- Creative thinking

#### - Competencies (Behaviours)

- Attention to Detail;
- Relationship building;
- Collaboration;
- Innovation;
- Resilience, Adaptability, Flexibility, Dynamism;
- Sharing (learning, knowledge, ideas);
- Accountability and ownership



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All employees are expected to comply with the company code of conduct, act professionally with colleagues, and treat colleagues and the workspace with respect; It is your responsibility to ensure your behaviour, attitude and appearance always positively reflect the Company and don't do anything that would bring the reputation of the Company into disrepute or cause a loss of confidence in its work.

### **Measures of success and key stakeholders:**

**KPIs:** Employees are monitored with bi-annual KPIs to measure their performance. Bi-annual KPIs consist of both skills and behavioural competencies. Jungle is committed to rewarding those employees who consistently exceed their bi-annual KPIs and will ensure those employees advance within the business.

#### - Quantitative

- Work with the wider team to consistently hit Twisted's programmatic revenue targets, including contributing of own recipes and presenting
- Working alongside the wider food team, managing responses to all Twisted commercial briefs promptly and professionally, liaising with the commercial, creative and/or account management points of contact where appropriate.
- Deliver all commercial assets required whilst hitting contractual guarantees
- Ensuring full website recipe write-ups from the food team for every recipe, according to Twisted style guidelines
- Write features for the Twisted website (where applicable)
- Produce 1-3 videos (across all formats) per week, where applicable
- Tracking monthly food budgets and ensuring the food team submits all receipts to finance

#### - Qualitative:

- Question everything, ensuring that the work that we do is as good as it possibly can be at all times.
- Contribute to brand innovation with keen creative input for new ideas

## We want you to add to our culture

At Jungle Creations, we aim to ensure our workforce reflects the diverse society we live in. Our different ideas, our different perspectives and our respect for one another enables us to be innovative, creative and build a sense of belonging that

actively encourages our people to add to our culture. We want everyone to feel that Jungle Creations is a place where they belong and that is the reason why we look for the cultural add, not the cultural fit.

## Our mission

*'We exist to create ideas that get people to thrive online and in the real world'*

## Our values

This is who we are. These qualities are the things we look for in new Jungle talent, the things we celebrate and reward our people for, and the things clients discover about us and our work.

### **Collaborate.**

Whether in a small or large capacity, every one of our departments works in collaboration with each other. Encouraging this total collaboration means our people can team up with ease, and create the perfect environment for idea sharing, creative thinking, and working closely with clients and partners alike.

### **Innovate.**

In a business and world that is forever changing, we pride ourselves on how agile and adaptable we are. Striving to experiment, take risks and be bold, Jungle celebrates how quickly its people can innovate and move with the times, ensuring we are at the forefront of change and the best in the industry.

### **Champion.**

We champion our people, their ideas, and their differences. Our people respect one another and the things that make each of us unique. We aim to support all voices internally and reflect this in the work we do. We actively encourage our people to add to our culture and want everyone at Jungle to feel that they belong.

## Post Covid-19 Plan

We have carried out a full risk assessment and put together a return to work plan as per government guidelines. We are aiming to open the office up more in July when government guidelines loosen but will be moving to a permanent hybrid working system. This will be partly working from home and part in the office. Each team differs in terms of their in-office expectations so feel free to discuss this during your interview process.