

Copywriter and Content Creator

Are you a creative thinker with a passion for writing and an eye for detail? We are looking for someone to join our expanding marketing team at Kudos Blends to create high-quality content that connects with our global B2B audience and reflects our innovative approach to the food ingredients industry.

This is a full-time office-based role; however, some flexibility may be considered.

About us:

Located on the Shropshire/Worcestershire border, Kudos Blends is an award-winning baking powder manufacturer supplying national and international industrial bakeries. We specialise in providing science-led baking solutions that help well-known bakery brands achieve exceptional results.

Key Responsibilities:

- Create engaging content for various platforms, including website, email campaigns, social media, brochures, and presentations.
- Tailor messaging to suit diverse audiences, from industrial bakers to global B2B stakeholders.
- Write SEO-optimised content to enhance website visibility and drive relevant traffic.
- Develop press releases and PR communications to raise Kudos Blends' profile in the baking industry.
- Collaborate with teams across marketing, sales, product development, and bakery to ensure content accuracy and alignment with objectives.
- Stay updated on market trends and industry developments to produce impactful content.

Candidate Requirements:

- A Diploma in Higher Education is preferred, but equivalent experience will be considered.
- Experience in the food manufacturing industry is desirable
- Familiarity with Food Hygiene, Auditing, and HACCP principles is advantageous.
- Demonstrate a strong knowledge of Microsoft Office and similar tools.
- Be highly organized with meticulous attention to detail.
- Show an ability to adapt content for international audiences and cultural differences.

Kudos Blends Limited

Registered Office: Old Station Business Park, Cleobury Mortimer, Kidderminster, DY14 8SY, UK.

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- Thrive in a collaborative environment with a proactive, solution-focused mindset.
- Creative, adaptable, and passionate about storytelling.
- A strong sense of initiative and enjoy working in a fast-paced setting.
- Commitment to producing high-quality work and meeting deadlines.

Salary: £35-40k based on a 40-hour working week

Non-contractual benefits:

- Employee health & wellbeing programme
- Employee rewards/discount scheme
- Performance bonus scheme
- Cost of living and fuel support
- Professional development opportunities
- Holiday 'buy & sell' scheme
- Duvet day initiative
- Social events
- Free on-site parking
- Modern offices and facilities

Please Note: Due to our rural location, reliable transport is essential as public transport is not available.

How to Apply:

If you would like to make an impact through compelling content creation, we'd love to hear from you.

Please apply with a covering letter detailing your suitability for the position together with a copy of your C.V. Applications that do not include a covering letter will be rejected.