



## JOB DESCRIPTION – CULINARY PRODUCT DEVELOPMENT MANAGER

Starting Date: ASAP (February/March 2021)

[Eat Offbeat](#) is an award-winning social enterprise based in New York City. We are flipping the table on current narratives around refugees and immigration by taking customers on off-the-beaten-path experiences curated by refugees who now call NYC home. Eat Offbeat served over 300,000 catered meals to adventurous New Yorkers since 2015 before successfully pivoting to DTC/home delivery in 2020. Dubbed “*the most groundbreaking catering in NYC*” by [Edible Manhattan](#), Eat Offbeat has been featured in hundreds of media outlets worldwide including [Forbes](#), [Vogue](#), [Fast Company](#), and [The NY Times](#).

We are building on 5 years of successful organic growth to bring about America’s next food craze and are now looking for an ambitious Culinary Product Development Manager to increase menu variety, amplify storytelling, and enhance our customers’ experience across product lines.

Ideal candidates will have prior experience in recipe development, culinary product/program management, and marketing. Culinary background preferred. Experience in food-tech is a plus. Cultural competence and hunger for growth are a must.

The position can be partly remote but will require spending 2-3 days/wk at our kitchen facility in Long Island City, NY.

### What you will need to achieve

- Develop new recipes and design weekly, monthly and seasonal menus based on insights from customers; with goal to increase menu variety and frequency of rotations by >75%
  - ⇒ Work with each Chef to develop and cost new recipes
  - ⇒ Work with Kitchen Ops Manager to design balanced menus and streamline production
  - ⇒ Work with Marketing Manager to create content around new recipes/menus, incl. photo assets, collateral material, nutritional guides, etc.
- Improve customer experience & storytelling across product lines
  - ⇒ Own each product and oversee QA/QC process
  - ⇒ Consistently evaluate customer journey through each product line. Identify pain points and suggest solutions.
  - ⇒ Continuously innovate and find ways to engage customers and increase connection with our chefs at every touch point through storytelling and/or other tools.
- Manage product development & growth
  - ⇒ Work with CEO to develop a Product Roadmap and lead product development from ideation to production and feedback loops

- ⇒ Work with the Kitchen Ops Manager to bring new products to full production, incl. sourcing plan, production plan, packaging design, etc.
- ⇒ Work with the Marketing Manager to develop a marketing plan

### **You are probably right for this job if you are**

- Experienced: you have at least 3-5 years of experience developing recipes and/or managing products.
- Organized & detail oriented: you can multitask and are able to efficiently manage several products at once.
- Creative: you enjoy finding innovative ways to solve problems and create value.
- Tech-savvy: you enjoy using tech tools to optimize efficiency.
- Personable: you are able to interact with our team in engaging, friendly, and meaningful ways
- Adventurous: you are a self-starter, with ample self-motivation and initiative.
- Culturally competent: Our team hails from many different cultures and speaks various languages. We seek a candidate who considers this an asset and embraces the opportunity to learn from one another.
- Empathetic: you have a great understanding and passion for our social mission and are able to empathize with both our team members and our customers.

### **What you will get**

- You will be a core member of our leadership team driving our overall growth strategy
- Hands-on experience growing a food startup at the forefront of social entrepreneurship
- Room to be creative, to make an impact, and influence the food scene in NYC and beyond
- Opportunity to craft your own position and grow into a Director of Product role
- Daily meals and endless food tasting opportunities!

Compensation for this role will consist of a competitive base salary + bonus opportunity + equity depending on experience.

We're looking to fill the position as soon as possible.

To apply please send your resume and your answers to the questions below to [jobs@eatoffbeat.com](mailto:jobs@eatoffbeat.com).

1. What do you think pairs well with the Chicken Yassa and why?
2. Which is your favorite post on our Instagram page and why?
3. What language would you learn if you had the chance and why?