Young Foodies
Graduate Talent

All you need to know about your grad roles at our food and drink startups
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What makes startups special?
What is it like working for a F&B startup?
What do roles in a F&B startup look like?
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Who are Young Foodies?

We make small food and drink brands mighty.

Young Foodies is the UK’s community of the most exciting food and drink brands; sharing knowledge, experience and access to solutions that make the everyday easier for challenger brands. We level the playing field by allowing our smaller businesses to share in network and scale effects, arming them with everything you get in a Unilever or Nestle.

We represent over 250 brands.
What can we do for you?

Our brands are always on the lookout for superstar graduates, but we know how hard it is to hear about their roles.

That’s where we come in…

This booklet will help:
- Explain the F&B startup world
- Outline and describe roles within a F&B startup

(By the way, F&B stands for food and beverage!)
What makes startups special?

The world of startup food and drink is built on passion and emotion. Usually, these exciting brands are founder-led, and founders put their all into making their businesses successful.

You would be joining that journey. Things move and change really quickly, and everyone is exposed to 360 degrees of the business. Each member of the team is a big cog in a small wheel, carefully selected to add real value and make a proper difference.

So, if you're looking for a place where you can roll up your sleeves and get stuck in and really contribute to the growth of a business, then the start-up route might just be for you.

What is it like working in a F&B startup?

- You are given diverse responsibilities, more opportunity and greater exposure to the running of the business
- You make a real difference to the company, and your work is recognised. These businesses are meritocratic, so you're valued based on what you bring to the table, not just your CV
- You learn quickly from true innovators, have close exposure to the business leaders, and enjoy steep development opportunities
- You work in an awesome atmosphere, and enjoy an office culture of open communication
- Your voice is heard and your opinion matters
- And most importantly, you can wear funky clothes and trainers (most days)
“The benefit of working in a startup is that you see the difference you make. It’s so exciting - everyday is different, and you have more freedom to sculpt things. You’re a big cog, not confined to a set list of tasks – this gives you more experience. It’s so fun.”

Lottie, Wheyhey
“Forget about big grad schemes. If you’re bright and looking for a less traditional route, this is a great way of starting your career. The office culture encourages you to be yourself, with no judgement. Each company values you and what you bring to the table, not just your workload.”

Will, White Rabbit Pizza Co.
What do roles in a F&B startup look like?

You can distil a food or drink brand into five key areas:

**Product**
- Make sure the range is the best it can be
- Make sure the business is leading the category with new products

**Operations**
- Make sure the range is produced as agreed, in the correct quantities to satisfy demand
- Make sure the products are looked after up until consumption

**Marketing & Design**
- Make sure the public put the product in their baskets
- Make sure everyone who sees the brand understands its values

**Finance**
- Make sure the brand pays its bills and receives its payments for the above activity
- Make sure the brand is in a robust position to do everything the team needs to, in line with growth plans

**Sales**
- Make sure the product is on loads of shelves
- Make sure the product is correctly priced and positioned, and has arrived in-store via the best negotiated deal

What roles could you do?

- Sales Executive
- Field Sales Executive
- Marketing Executive
- Operations / Supply Chain Executive
- Junior Designer Role
- Junior Finance Role
- Junior Product Role
Sales Executive

Sales or account executives help the growth of the brand within selected customers, while also trying to push products into new, untapped markets.

While some positions require previous experience, you can usually expect full training when embarking on a sales role – particularly in calculating pricing successfully, negotiating and forming excellent pitches.

These are exciting and hugely rewarding positions for graduates with the ambition to accelerate their career with a fast growth challenger brand.

Sales roles, unlike other roles within startups, will usually involve a lot of travel around the country to meet with people and can involve building pitches, phone selling, forecasting sales, market research, and writing commercial agreements.

**The Person**

- Passionate and driven to deliver results
- Up for the challenge of selling a new product
- Organised, diligent and persistent
- Good with numbers
- Excellent with people and building relationships

Field Sales Executive

Field sales is the art of hitting the streets and selling products into new shops, as well as making them stand out within existing shops.

Where sales executives are dealing with the chain shops and wholesalers, field sales executives are often dealing with the local delis, corner shops and bars.

As with a sales executive position, previous experience is sometimes required, but you can usually expect full training – especially in delivering succinct pitches, relationship management and merchandising in-store.

Again, these are super exciting and very rewarding positions for graduates with the ambition to fast-track their career with a challenger brand – and field sales roles are usually commission driven (so their success is your success!).

Field sales executives will usually be out of the office meeting with prospective retailers and are often responsible for a region, for example North London.

**The Person**

- Hungry, competitive and passionate to deliver results
- Incredibly good with people and at building relationships
- Organised, resilient and persistent
- Willing to travel within the assigned region
“I love being involved in all parts of the business. Because of the size of the team, someone might come up with a marketing idea, and everyone gets involved. I also love the autonomy I have. I make significant business decisions that I never had the chance to do in a blue chip because of all the red tape. Here I have the freedom to deliver success for the brand, and am in control of that success.”

Emma, Candy Kittens
Marketing Executive

Marketing teams are all about making the brand famous: it’s all about getting the public to put the product in their basket.

The work is consumer facing, so high standards are a must. At the same time, because startups don’t have deep pockets, creativity and entrepreneurialism to stretch budgets is important. How can you make 1,000,000 people see your product by only spending £10?

As a marketing executive, everyday tasks might include; developing and executing overall marketing strategy, supporting sales by increasing product awareness - both online and offline (through interactive campaigns, events, product sampling, merchandising); organising trade and consumer shows; creating content: visuals, blogs, recipes, videos for online; working on press releases; conducting consumer research and lots more.

The Person

• Has social media skills and knowledge of what works well on each platform
• Is confident representing a brand on show stands
• Has a strong work ethic and ability to come up with creative concepts
• Has organisational skills to run events
• Wants to make the brand known!
• Design skills are a bonus!

Operations / Supply Chain Executive

Operations is the engine room of the business. It’s all about getting the right product on the right shelf at the right time (and often to the right quality!) and there a lot of moving parts to make that happen. The operations executives are the problem solvers; those that love a challenge and keep cool in stressful situations.

You need to be comfortable working with numbers and spreadsheets, and always look to drive efficiency and quality. Attention to detail is critical – if you type 101 instead of 102 it could cost your business thousands of pounds! At the same time, in a startup, operations people must build long lasting relationships, and at times, sell!

Everyday tasks can include: ownership of orders and monitoring inventory levels; organising transport of inbound and outbound; monitoring, updating and analysing various KPIs, updating sales/finance team on sales performance vs forecast and ownership of various process improvement projects.

The Person

• Team player with excellent communication skills
• Strong analytical skills
• Energy, enthusiasm, commitment and a can-do flexible attitude
• Excellent organisational and time management skills
“The community is what makes F&B startups special. It’s now the small companies taking on the big companies and causing them a headache. We’re way more versatile, a lot more interesting, and we’ve got some personality.”

Calum, Vit Hit
Junior Design Role

Branding is a key part of any business. In startups, the brands are growing at such a pace that designers are an integral part of achieving success in marketing, communication and sales. For this reason, designers need to be ambitious and massively creative to assist in taking the creative reigns of rapidly developing brands.

Junior creative roles will usually involve development of new marketing collateral, working closely with the sales team to create effective presentations, working with external creative agencies in the creation of social content, and managing printing and design of packaging and other marketing collateral. This means artworking as much as creative work.

The Person
- Great at communicating (internally and externally)
- Creative problem solver
- Self-motivated and happy to take hold of any project sent their way
- Confident on Adobe Suite
- Brilliant attention to detail

Junior Finance Role

No business can exist without finance – they’re the guys paying all the rest of us! A junior finance role covers both everyday finance as well as more strategic considerations for the business.

It’s a numbers world and requires exceptional attention to detail. At the same time, in a startup, it’s all about watching the numbers and ensuring you can always afford what you’re doing!

Responsibilities may include raising and chasing customer invoices, reporting on the business, payment management, cost reduction project management, assisting with the creation of budgets, ensuring the accounting system is updated and maintained, running a month-end process and more.

The Person
- Superstar organisation skills
- Excellent communication skills
- Intermediate excel skills
- Ability to work independently and with a team
- Comfortable with numbers
- Excellent attention to detail
“My favourite thing about working at a F&B startup is the variety and the breadth of my role that I wouldn’t be afforded in a medium or large company. I do so many different things everyday because there’s no one else to do the slightly more obscure jobs. Being surrounded by people who are all passionate about what we do is incredible and just doesn’t happen at bigger companies.”

Rich, Mallow & Marsh
Junior Product Role

The product is everything; it’s what we’re selling, it’s what we’re marketing and it’s what we’re producing. This means the product side of the business is critical and is best understood by two key functions: the quality management and technical side; and the new product development side.

The technical side is scientific: getting the quality right, making sure the nutritionals stack up; perfecting the consistency. The new product development side is much more project and innovation led, more about managing people.

Day to day, you could be benchmarking the product quality, trialling new flavours, researching packaging types, checking labels against legal requirements, visiting the factory or more.

The Person

• Creative flair and love of food
• Attention to detail and obsession with quality
• Expertise in food development and technology
• Impeccable project management capabilities
• Impeccable stakeholder management capabilities
How can you apply for a job?

Go to this link to register for our Talent Pool: http://bit.do/TalentPool

Follow us on LinkedIn for updates

Contact us at talent@youngfoodies.co.uk