

Content Coordinator Job Description

About Taste Before You Waste

Taste Before You Waste is a foundation based in Amsterdam with the mission to reduce consumer food waste by providing citizens with the inspiration, knowledge and opportunity for responsible and waste-free consumption. We create a welcoming international community of foodies by hosting donation-based events such as food cycle markets, wasteless dinners, educational workshops, event caterings and presentations, showcasing that the food that is currently regarded as waste is actually delicious and valuable.

Activities

The Content Coordinator is responsible for increasing awareness about the foundation and its mission, as well as vision, to help TBYW grow and save more food from being wasted. TBYW would like to attract more guests for the dinners and reach more people on social media to participate in the movement #lesswastemoretaste.

- Ensuring the implementation of TBYW's brand guidelines (colors, fonts, tone of voice, etc.) for coherent and memorable presentation
- Managing social media platforms and social media schedule
 - Create educational content on social media platforms about food waste and food sustainability related issues
 - Engage with the online community
 - Stay up to date with trends and aesthetic preferences
- Communicating with partners to collaborate on different topics or events and sharing with community about upcoming activities/involvement
- Feeding the TBYW blog with more extensive posts/articles that can be featured in a newsletter/ reaching out to local experts on food waste to bring in additional voices/content on food waste
- Regularly updating the website with the user's experience in mind
- Focusing on SEO in content creation to increase organic visibility

- Implementing social media analytics and Google Analytics for decision-making and improvement based on data
- Building campaigns outside of social media (offline campaigning)
- Always have the audience/customer/guest in mind and their journey and what speaks to them the most: right content on the right channel at the right time.

Expected weekly time commitment: 10 hours/week

- 4 hours: create content on Canva
- 2 hours: working on website (keeping up to date and add content about previous events)
- 2 hours: manage social media platforms, coordinate with other TBYW team members any communication/requests/questions received on social media. Work with the Menu Coordinator to share helpful food-related content on social media platforms to show the ways food/ food waste can be used in new and tasty ways
- 1 hour: communicating with partners and collaborators building co-generated content, scheduling communication in alignment with agreements, etc.)
- 1 hour: campaigns outside of social media

We are looking for someone to commit weekly to working in this role for the entirety of our second semester of 2026 (September 20 - December 18, 2026) and the contract can be extended for the future terms

Your Experience

- Experience working in marketing or communications roles previously
- Comfortable working with design and creative platforms to generate branded images
- Ability to manage longer term campaigns to create more engagement between the community and the organization, create a coherent message within a campaign, stick to campaign schedules so there is frequent and regular communication to our community
- Familiarity with photography and/or videography to document our events to be used on social media/website

- Consistent availability on Tuesday/Wednesdays/Thursday for our dinners, particularly in the afternoons and/or evening, and flexibility to attend other events where photography planning is needed

Compensation

While we are a volunteer-run organization, there are certain roles that are essential to the smooth and regular operation of the foundation. The Menu Coordinator is one of these roles and we therefore offer volunteer pay (vrijwilligersvergoeding) for this role. This is in line with Dutch rules, meaning we compensate €5.60 per hour up to €210 per month, with a maximum of €2100 per year.

If interested, please fill out the Google Form by September 18th.

We will hold interviews in the following weeks and will work to onboard the selected candidate throughout September.