

## **New Hire: Digital Engagement, Marketing, Tea Tend – 25 hours \$15-18**

The primary function of this role is to market our tea using the digital platforms available. This person needs to produce material – photos, video, text, signage, ads – in a cohesive manner so that the material can be used on various platforms and by others. This person needs to coordinate with existing systems and roles as well as develop new marketing material. The material aims to educate our customers on the virtues of tea while at the same time producing a sale. Ultimately, define, manage and market our media presence to drive sales with existing and new platforms. To this end, we require you tea tend one shift to better understand our products and environment in order to better communicate this in our digital products.

1. Flexibility, prioritization and able to attend to all other duties as needed (bagging/tasting)
2. 4.5 hours Tea Tending: TBD

- Customer service is #1, serves tea efficiently, timely and with kindness
- Maintain retail space

- a clean bar and working surface
- chai mix, lemonade, cold water ready
- tea of the day selection, chilled tea list
- stock to go supplies as needed
- clean food trays, food stocked
- retail space stocked, clean, presentable, organized
- answers phone
- understands teas and can communicate to others about the teas
- knows nuances about certain teas and can communicate nuances to customers
- researches tea as needed for blogs, tea tastings and web content
- able to communicate and bag retail tea behind the bar at the same time
- print and revise labels as needed
- stock bags

- dishes washed continuously
- answers phone
- consistently, efficiently and thoroughly complete opening and closing tasks

3. 15 hours Digital Marketing/Marketing Tasks

1. Manage media presence

- a. Coordinate with Social Media Lead on FB, IG, Twitter, Google business
- b. Manage TikTok, YouTube, Trip Advisor, Yelp
- c. Manage our Google Business page
- d. Run FB ads, IG ads, and evaluate success
- e. Write Mailchimp newsletter, coordinate with Social Media Lead
- f. Help maintain social media calendar and define goals

- g. Up on trends in social media
- h. Communicates major campaigns to Adam/SEO
- i. Uses best practices as they relate to social media
- j. Educates self as needed for methods and strategies to increase sales
- k. All other digital presence needs as they arise

2. Website:

- a. Update photos as needed
- b. product pages revisions
- c. coordinate with Website Lead on website needs and direction
- d. All other website needs as they arise

3. Photography:

- a. Product photographs
- b. TV media player in shop
- c. Staff and event photography
- d. manage our photo library
- e. All other photo needs as they arise

4. Produce digital ads as needed

5. Proficient with Photoshop and Publisher or the ability to learn quickly

6. All other digital needs as they arise

Interested? email [lmtco.gm@gmail.com](mailto:lmtco.gm@gmail.com)