

# WEE BEAN COFFEE ROASTERS

EST. 2015 ◊ 6580 CRAIN HIGHWAY ◊ LA PLATA ◊ MARYLAND ◊ 20646 ◊ 240.776.4485

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| <b>POSITION</b>   | <b>Marketing and Social Media Manager</b>  |
| <b>ANNUAL</b>     | <b>\$18 - \$25 per hour (based on experience and skills)</b>   |
| <b>SKILLS</b>     | <p>The ideal candidate is passionate about coffee culture, digital marketing, and growing community engagement through social media and content creation. You will develop and execute marketing strategies that increase our online presence, attract customers, and foster loyalty.</p> <ul style="list-style-type: none"><li>• Experience in social media management and content creation (portfolio or examples required).</li><li>• Proficiency in platforms such as Canva, Adobe Creative Suite, or other design tools.</li><li>• Knowledge of digital marketing strategies, analytics, and SEO.</li><li>• Strong communication and writing skills.</li><li>• Passion for coffee and local business.</li><li>• Ability to work independently, be creative, and adapt quickly to new trends.</li></ul>  |
| <b>JOB DUTIES</b> | <p>This position contributes to Wee Bean's success by creating social media and marketing content, through customer engagement and community building.</p> <p><b>RESPONSIBILITIES:</b></p> <ul style="list-style-type: none"><li>• Create, schedule, and publish engaging content on platforms such as Instagram, Facebook, and TikTok.</li><li>• Respond to customer comments, messages, and reviews to foster community interaction.</li><li>• Track social media trends and adjust strategies accordingly to stay current.</li><li>• <b><u>Content Creation:</u></b></li><li>• Design eye-catching graphics, take high-quality photos, and shoot videos that align with the brand's identity.</li><li>• Develop campaigns around seasonal offerings, new products, events, and promotions.</li><li>• Collaborate with the barista team for behind-the-scenes content and product spotlights.</li><li>• <b><u>Marketing Strategy:</u></b></li><li>• Plan and implement digital marketing campaigns, including email newsletters, promotions, and in-store events.</li><li>• Analyze engagement and sales data to inform content and strategy adjustments.</li><li>• Assist in creating a marketing calendar and setting short- and long-term goals.</li><li>• <b><u>Community Engagement:</u></b></li><li>• Develop partnerships with local businesses, influencers, and community members to promote the shop.</li><li>• Attend and document in-store events and off-site pop-ups to grow the brand's visibility.</li></ul> |

**RESPONSIBILITIES  
SUCCESS METRICS**

- **Social Media Growth:** Increase followers, likes, shares, and engagement rates by 10% quarterly.
- **Customer Engagement:** Increase the number of daily customer interactions on social platforms by 15%.
- **Content Performance:** Average engagement rates of at least 5% per post.
- **Revenue Impact:** Contribution to at least 5% growth in sales via promoted items and in-store events.
- **Community Building:** Establish at least two new local partnerships or collaborations per quarter.