



FLAIR JOBS

Job Title: Social Media & Content Creator Specialist

Location: Remote

Post Date: September 29th, 2023

Company Description

Flair Espresso is dedicated to designing brewing solutions for those seeking incredible espresso experiences at home or wherever they are. Launched in 2016 via a Kickstarter campaign, Flair has grown considerably as worldwide customers have learned they don't need to break the bank to have access to cafe-quality espresso. The Flair portfolio of products caters to every budget and experience level, and as a company dedicated to innovation, will continue to grow.

Role Description (Part Time)

The Flair Team is seeking to add an experienced Social Media & Content Creation Specialist to their remote-based work team. Flair's social media strategy is dedicated to bringing awareness to the mass-market coffee consumer as well as building community with espresso aficionados worldwide. Since launch, certain Flair Espresso accounts have earned hundreds of thousands of followers and multi-million views. In this role, the SM & CC Specialist will be responsible for creating weekly organic video content to continue to reach these audiences and that will be leveraged across paid ads channels. In addition, the SM & CC Specialist will be responsible for daily posting of stories to support the community, answering DMs across various platforms, and engaging with potential partners to facilitate free product gifting.

In an expanded role, the SM & CC Specialist will bring 2D design skills to aid in the creation of sales materials for B2B opportunities, the design of email marketing campaigns, the implementation of sales assets for monthly promotions, and the creation of printed designs in support of product launches.

Qualifications

- Experience in social media management and content creation
- Strong knowledge of social media platforms, including Facebook, Instagram & YouTube
- Demonstrated experience in visual design and video creation
- Demonstrated experience in product and lifestyle photography
- Deep experience with the Adobe and Microsoft suite of software
- Excellent writing, editing, and communication skills
- Ability to identify social media strategies to increase reach and engagement
- Bachelor's degree or higher in Marketing, Communications, or a related field
- Experience in the coffee industry is a large plus
- Ability to work independently in a remote environment

Part Time Deliverables:

The chosen candidate will first take part in a short-term trial period to ensure compatibility with the Flair team and the work needed. This part-time engagement will be month-to-month with roughly 4 hours daily expected. Weekly deliverables should be:

- 2-3 reels that can be posted across social and paid platforms



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- Daily management of incoming DM questions
- Daily posting of Instagram stories based on Flair strategy
- Weekly review of partnership requests, organizing samples to send & tracking results
- Support in creating 2D design projects, as time allows, specific to ad assets and email campaigns

Expanded Full Time Expectations:

If the candidate successfully passes the trial period, and Flair sees a need for full-time work, these additional full-time expectations may be added to the role, among others:

- Management of the promotion & sales implementation checklist
- Enhanced responsibility for creation of 2D assets for sales & product materials, emails, & ads
- Monthly update of the Flair product guide to ensure accuracy
- Full use of Upfluence to identify and track social media collaborations
- Collaboration and partnership outreach with complementary brands
- Still photography, as needed, to support promotions, new product images

Application Instructions:

To apply, please email a resume and cover letter to service@flairespresso.com. Please title your email, with your first and last name, and the word "application."

Notes: Full wage to be furnished at time of offer. Engaging in part-time work is not a guarantee of full-time offer. Due to the high volume of applications, Flair will not be able to respond to everyone, or give detailed feedback if a candidate is not selected.