



SOCIAL MEDIA COORDINATOR

WHO WE ARE

Alchemy is a modern all-day café inspired by making innovative, functional food approachable for all. We view food environmentally, socially, and nutritionally and are committed to creating menus that reflect that. We value intention, curiosity, confidence, innovation, and humility.

At Alchemy, we recognize that food and nutrition issues are systemic and that if we can make even a small impact on the health and happiness of our community, then that's a job well done.

We use Alchemy as a platform to unite people, to catalyze social change, and to make the world better. We believe food should be celebrated and shared. And what's life without donuts?

ARE YOU...

- excited about building the Alchemy brand, sharing our story, and growing alongside us?
- passionate about your community, cooking, customer service, and wellness?
- a self-staring people person interested in position with ample growth opportunity?

RESPONSIBILITIES:

- Live inspired and motivated to embody Alchemy's vision, mission and values
- Create, facilitate and moderate content and campaigns across social media channels including Facebook, Instagram, Instagram Stories, and Twitter to build our brand voice
- Grow digital presence and engagement with our target audience. Develop and refine effective cadence and calendar for content and social media
- Monitor social media channels throughout the day to engage with followers
- Communicate Alchemy's story, mission, and core values through creative copywriting, photography, and hands on experiences at the restaurants
- Work collaboratively with other Team Members, Photographers, and Marketing Manager to create relevant content that supports overall branding as well as campaigns to support marketing initiatives
- Drive reach and new lead acquisition through organic and paid social as well as through development and promotion of new content
- Research and organically engage targeted consumer groups
- As budget allows execute paid campaigns to boost posts and increase performance and measure placements to determine ultimate value
- Create monthly reports on social media activities and analyze results using Google analytics

QUALIFICATIONS:

- Bachelor's degree, completed or in-work; current students encouraged
- Strong writing skills
- Proven ability to break news and identify trends
- Passion for wellness, food and/or restaurants
- Relevant work experience including social media
- Prolific user of social platforms including Facebook, Twitter, Instagram and others
- Photo and video editing skills huge plus including moderate experience in using Photoshop and Final Cut
- Experience in social and media analytics including Google Analytics, Twitter Analytics and Facebook Insights

HOW TO APPLY:

Apply online at <https://www.alchemyjuicecafe.com/careers/>