



Social Media Assistant Job Description

Reports to: CEO

If your perfect evening involves curling up with a mug of tea, a treat you've whipped up in the kitchen, and spending happy time on Instagram and Facebook, you've found your place! At Plum Deluxe we're passionate about great tea and building a thoughtful community around tea! We also appreciate a good Star Trek reference and the tacos from our neighboring food trucks.

We're currently looking for a Social Media Assistant to maintain a strong connection between the Plum Deluxe brand and its followers/customers and subsequently to drive online sales of our popular loose-leaf teas and industry-leading tea of the month subscription. This will include planning and creating social media content in alignment with the company's overall goals, responding to customer questions, and creating conversation to increase overall following and engagement.

Got a side hustle? Going to school part-time? This job will be perfect for you. This is an hourly, part-time position averaging 14-20 hours per week depending on the season, with occasional weekend hours required. Although our preference is for a Portland, Oregon area-based candidate, remote work is possible with attendance at weekly/monthly meetings.

What will you do all day while sipping delicious tea?

Culture

- Know the service vision and values of the company.
- Consistently embody the service vision and values through actions and communications.
- Communicate openly and effectively with coworkers and customers.

Social Media

- Maintain cutting edge knowledge on best practices for eCommerce across all social media platforms.
- Develop and execute a strategy to ensure followers and customers engage and feel part of a community on social media.
- Distribute blog content, product information/offers, and related company news via engaging social media posts, optimized per platform.
- Engage with customers in a genuine and personable manner that makes them feel seen while furthering the goals of the company.

Reporting

- Meet goals for social media clicks to website and customer engagement.
- Analyze and report results on a frequent basis for successes, failures, and new opportunities.

Strategic Planning

- Assist in planning and executing on social media-exclusive promotions throughout the year.
- Meet with Owner and Marketing Communications Coordinator to establish marketing focus and needs on a regular basis.

- Liaise with Owner and marketing advertising teams to ensure content is aligned with pay-per-click advertising needs and goals.
- Work with Customer Happiness Coordinator to ensure customer service issues raised via social media are resolved quickly and to completion.

General

- Support marketing team by completing general administrative tasks as required.
- Attend and participate in scheduled meetings.

Physical Demand and Work Environment:

This position requires sitting or standing at a computer for up to 10 hours per day.

Skills and Experience:

- Experience creating and publishing social media content, both photos and videos, for consumer-facing brands on Facebook and Instagram. Twitter, Snapchat, and Pinterest experience a plus.
- Familiarity with Google Analytics.
- Familiarity with Hootsuite or similar social media scheduling tools.
- Familiarity with Asana or similar task management tools.
- Possess strong written communication skills.
- Familiarity with taking photos and creating short video for varied social media platforms.
- Expertise in basic photo editing, graphic manipulation, and basic video production skills.

Qualifications:

- Ability to maintain a consistent positive attitude.
- Ability to self motivate and follow directions well.
- Ability to work independently for long periods per day
- Ability to adapt to a constantly changing marketing environment.
- Love of all things tea a plus!

This is a general outline of the tasks that the position entails and may include other responsibilities as the need arises or may be modified at any time.

OMG, you had me at Earl Grey! How do I apply?

*To apply, send a single email to [ciaran @ plumdeluxe.com](mailto:ciaran@plumdeluxe.com)
with the subject line "Social Media Marketing Assistant Application"*

1. *A cover letter – please include your favorite tea or, if you aren't a tea drinker, a tea of ours you'd like to try. Bonus points if you share your picks for the office playlist!*
2. *Your resume.*
3. *Please send us 1 Facebook Post and 1 Instagram post you would create for us. We're looking for a mix between your own personal style and the established brand of Plum Deluxe. Your example post can be a mockup graphic or simply text/image, but please attach as either a JPG or PDF to the email.*

Incomplete applications will not be considered.

Got any other perks?

- Store discounts
- Paid time off
- Flexible schedule
- Professional development assistance

To sum it up, if you join our team you'll spend the day on:

- Planning and creating amazing social media content
- Engaging in conversation with our customers (and potential customers)
- Collaborating with fellow staff members to track progress and achieve company goals