

## **MANILA MART LLC – CONTENT CREATOR**

Manila Mart was established in 1996 serving the community as a Filipino/Asian specialty grocery store. In 2011 we grew to serve the community not only as a grocery store, but also as a Filipino fast casual café. As our customer base continued to grow, we added and renovated our space in Spring 2020. Manila Mart & Cafe consciously aspires to lead in the movement of showcasing Filipino cuisine to our mainstream DC, Maryland, and Virginia Metropolitan's (DMV) comfort food culture. We are a family company built on cultural tradition, love for one another, and lots of personality. Our goal is to serve our Filipino-American community of families and food adventurers of the DMV, authentic Filipino food and products while sharing our vibrant culture and customs through one positive customer experience at a time. As a family owned and private-progressive operating culture, Manila Mart & Cafe offers the comforts of a home cooked meal, that's accessible and sure to satisfy with every bite. We are determined to maintain and exceed our reputation of good value for money, fresh and flavorful, quality food with a wide variety. Our employees are and continue to be our greatest asset. We want our employees to understand their connection to the customer's satisfaction and how what they do matters and is a reflection on us. Service with a smile is an integral part of our core values. However, customer engagement and brand perception are more than our face-to-face service with a smile, but an ongoing relevant reminder of how we fit into their busy lives. Manila Mart's goal is to hire and retain professionals who are highly motivated, and customer service-oriented individuals, to join our team and grow the brand.

### **WHY YOUR POSITION MATTERS**

The content you create alongside our social media manager plays a major role in showcasing our identity as a company. This position requires creativity and great attention to detail when it comes to creating, planning, and executing our brand's message across the company's social media outlets and in store advertisements. Your goal is to convey our message to our audience of how we fit into their busy lives through relevant content creation. A successful content creator enjoys collaborating on projects and can bring our vision, mission, and ideas to fruition through content creation.

### **EXPECTATIONS**

- Available to work 15-20 hours a week
- Self-starter, driven, and enthusiastic individual able to follow through on directives
- Self identifies as someone who pays great attention to detail
- Is known for being punctual and reliable (deadline oriented)
- Has the ability to be self-aware and maintain a big picture view (has the ability to learn through observation)
- Values honesty and integrity both in the workplace and in their personal lives
- Can reliably commute to the store at least 1/ month for production days
- Has a go getter attitude, for example strives towards eventually being able to work independently with little supervision
- Has excellent time and project management skills; able to manage multiple projects with varying schedules simultaneously
- Willing and able to learning names of Filipino grocery products, menu items, and store services
- Is a regular and active user of social media outlets such as instagram, facebook, youtube, and tiktok

## RESPONSIBILITIES

- Generates, creates, edits, and organizes content (original text, images, photo, text, print, video or HTML) that builds engagement throughout our social media channels
- Collaborates with the social media manager to plan, create, and schedule relevant content for social media platforms and in store advertisements
- Ensure accuracy and attention to detail in all phases of digital marketing and print media
- Presents excellent communication, consulting, writing, editing (photo/video/text), and organizational skills
- Researches and monitors current trends and analytics behind consumer engagement on current and past social media posts
- Pull data from the company's social media outlets and analyze the appropriate social data/metrics to create insights that will help drive digital marketing content strategies
- Monitor the competitive landscape and stay current with industry trends

## QUALIFICATIONS

- Personally owns the proper equipment needed to fulfill job duties (i.e. camera, laptop, cell phone, etc.)
- Familiar with Filipino cuisine preferred but not required
- Has experience in graphic design and visual communication
- Has experience with social media content marketing, including using a content calendar
- Has experience with Canva Pro, and video/photo editing apps
- Has experience in creating content for social media outlets such as facebook, instagram, linkedin, tiktok, twitter, youtube, and similar social media platforms

## SOFTWARE PROFICIENCIES

- **Microsoft Office Suite:** Word, Excel, PowerPoint, and Outlook
- **Adobe:** Lightroom, Photoshop, Illustrator, and InDesign

## SALARY & BENEFITS

\$300.00 - 500.00 weekly

10-30% Family/Employee Discount (Discount extends to immediate family members only)

5% Family/Employee Catering Orders Discount (Discount extends to immediate family members only)

Manila Mart LLC is committed to providing equal employment opportunities for all persons regardless of age, disability, national origin, race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, veteran or military status, genetic information or any other status protected by applicable federal, state, or local law.