

MANILA MART LLC – SOCIAL MEDIA MANAGER

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 team relies on you to represent and remind our customers how we fit into their busy lives. Your primary role is to focus on planning content roll out on our social media outlets including but not limited to Instagram, Facebook Business Pages, Tiktok, & YouTube. Your goal is to convey the brand's message through insight and customer engagement. A successful social media manager can independently create and plan a content calendar and reliably execute on directives in collaboration with our Content Creator. Your goal is to create a positive relationship with our audience through highly interactive posts, responding to comments and direct messages, and engaging with them regularly.

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
- 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

RESPONSIBILITIES

- Creates, publishes, shares, and manages content (original text, images, photo, text, print, video or HTML) that builds meaningful connections and encourages audience to act by increasing customer traffic in stores and on all social media platforms
- Works with the content creator to plan, aid in creation, and schedule content for social media platforms and in store advertisements by driving awareness to the brand, its products, and services
- Schedules, plans, and organizes the agenda for the monthly "production days"

- Maintains and systematically organizes content library in canva in collaboration with content creator
- Posts relevant and appropriate content to the company's social media channels on a regularly scheduled basis and on all major calendar holidays
- Ensures accuracy and attention to detail in all phases of digital marketing and print media
- Interacts with our audience via the company's social media accounts regularly
- Presents excellent communication, consulting, writing, editing (photo/video/text), and organizational skills
- Researches, analyzes, and monitors the analytics behind consumer engagement on current and past social media posts. Identifies strategic weaknesses and executes on improvements. Sets key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign's performance against the KPIs
- 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
- Develop social media marketing campaigns and monitor the competitive landscape and stay current with industry trends
- Execute and monitor the progress on improving and achieving conversion rate optimization (CRO) - *How to turn insight and impressions into actual customer leads and sales*

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 writing and copy-editing skills
- Has created and executed successful marketing campaigns
- Has experience with social media content marketing, including using an content calendar
- Has experience with Canva Pro, and video/photo editing apps
- Has experience in managing social media outlets such as facebook, instagram, tiktok, youtube, and similar social media platforms

SOFTWARE PROFICIENCIES

- **Microsoft Office Suite:** Word, Excel, PowerPoint, and Outlook
- **Adobe:** Lightroom, Photoshop, Illustrator, and InDesign (a plus)
- **Canva Pro**

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.