



CITY BARREL BREWING COMPANY (CBBC) SOCIAL MEDIA SPECIALIST JOB DESCRIPTION

Reports to: Brand Manager

The **SOCIAL MEDIA SPECIALIST** is responsible for coordinating the promotion of events, content, engagement, and awareness objectives surrounding our Taproom downtown, Pizza restaurant in Waldo. This includes owning City Barrel social media channels (for Pizza + Taproom Brands), on-site branded video + photo content creation, managing and executing a social content calendar, community engagement through social channels, write copy for content created + captions, engage with customers through comments and direct messages, engage and collaborate with influencers + UGC content.

REPORTING

The **SOCIAL MEDIA SPECIALIST** reports to the Brand Manager but will work closely with the Department managers and ownership on event, beer and marketing operations.

The position has no direct reports, but can work with contractors. Decisions are made within general company policy constraints but often require independent decision-making

The **SOCIAL MEDIA SPECIALIST** is expected to create and manage content to uphold City Barrel Brewing Company's Mission Statement.

CITY BARREL MISSION STATEMENT

To successfully grow an innovative craft brewery and cultivate quality relationships.

CITY BARREL CORE VALUES

- Beer is fun! Foster the community to be friendly and welcoming
- Own it! Celebrate successes and recognize failures
- Be excellent to each other. Be respectful, be understanding and be kind
- Excellence is achievable. Do your best, next time, do it better
- Collaborate! We're best when we work together

POSITION OVERVIEW + DUTIES

15 hours per week dedicated tour downtown brewery location, with the expectation to move to 30 hours per week once the Waldo location opens.

WORKING HOURS + AVAILABILITY

- 12 Hours of content creation
 - 2-3 hours of shooting/week - onsite
 - 4 hours of content creation (editing/production)
 - 3 hours of calendar management/scheduling/posting
 - 2 hours of community management
- 3 Hours - Admin + planning meetings w/ dept managers
- Availability: Must be available Tuesday 10am + Friday 10-12am for meetings, be able to be on-site for 2 locations daytime hours + occasional events (during evenings + weekends)
- Flexibility or additional time may be needed during events, launches, or other objectives that are pre-agreed upon.

Manage platforms for both City Barrel Brewery + Kitchen (Downtown location) and City Barrel Pizza & Patio (Waldo location)

Duties include but are not limited to the following at each location

- Be creative and enjoy storytelling concepts of beautiful beer + food, engaged people, fun branded videos for established audiences.
 - Work within our brand feel and further develop our brand personality to grow our brand presence.
 - Explore creative avenues to proactively shape our brand and stay relevant with trends/culture.
 - Uncover and recommend new opportunities for City Barrel to activate within digital, social, mobile, and emerging channel landscape
- Plan, concept, write, create and manage social media content across multiple platforms including Instagram, Facebook, Tiktok and emerging platforms.
 - Daily posts for each brand (14+ posts weekly of varied content - 7 per brand)
- Must be a good communicator, task-oriented and organized to be respectful of team members' time
- Be comfortable with engaging and directing team members, customers, vendors to produce quality content
- Represent our brand both behind and in front of the camera including:
 - Participate in promotions, events, and customer experiences
 - Being confident in your voice as an ambassador of the brands
- Participate and contribute in weekly meetings
 - Weekly Content Planning meeting with the Brand Manager to discuss weekly goals and create a content calendar for social media
 - Weekly Alignment meeting with the Department Managers
- Act as primary resource for social strategy with Taproom, Pizza + Production management team
- Proactively compile a content calendar for social media to be reviewed and approved before posting.

- Act as the community engagement representative and by monitoring social channels and engaging with followers through comments and direct messages.
- Loves and appreciates beer + food culture
- Coordinate and lead influencer campaigns
- Build and manage resources, processes, and structure for a Digital Marketing Library
- Report on Social Key Performance Indicators
 - Use analytical tools to monitor, evaluate, and report on the company's social media presence and performance and du
 - Conduct quarterly competitive audit
 - Who are our competitors, what are they doing
 - What is successful in the market
 - What did we do well
 - What can we do better with social/engagement objective
- Responsible for Channel Monitoring:
 - Community Engagement, user-generated content, comments + direct messages
 - Actively follow and post for City Barrel Brewing Company on social media

REQUIREMENTS/EXPERIENCE/SKILLS

- Tools/Equipment Provided
 - Canva, Google Suite, Brewery DSLR
- Proficient knowledge of Adobe CS: Lightroom, Photoshop, & Premiere or Final Cut, Canva
- Experience creating branded content for digital platforms – Instagram (Instagram Stories and IGTV), Facebook, Wix, Twitter, Pinterest, YouTube, etc.
- Experience with photography and video production for social and content marketing
 - Writing and storyboarding concepts and creative direction
 - Camera operating expertise with DSLRs
- Hands-on experience with social media content management platforms such as: Buffer, Hootsuite, Later, Sprout Social, Facebook scheduler etc.
- Proven track record of fan acquisition strategy.
- Experience with marketing strategies that are mindful of diverse audiences
- Experience managing a media budget and building ad campaigns with Meta Business Manager.
- Multi-tasking and time-management skills, with the ability to prioritize tasks.
- Ability to excel in a fast-paced, rapidly changing environment.
- Proactive attitude with the ability to engage with co-workers to capture the moment and tell our story.
- Must be a collaborative team player with an eagerness to learn and a willingness to process feedback.

- **Candidates will have a portfolio that demonstrates dynamic and engaging social content, copy and campaigns.**

Position Classification: This role with City Barrel Brewing Company is classified as an hourly position. This means that your compensation is calculated based on the actual number of hours you work.

Overtime Policy: In line with our commitment to comply with all applicable labor laws, City Barrel Brewing Company adheres to the overtime regulations as prescribed by Missouri Department of Labor. Overtime pay is eligible for hours worked beyond the standard 40 hours per week at a rate of 1.5 times the regular hourly rate, in accordance with federal and state labor laws.

Overtime Authorization: All overtime work must be pre-approved by the Brand Manager supervisor. We encourage open communication and planning to ensure that overtime work is both necessary and approved ahead of time.

Tracking Hours: Daily accurate tracking of work hours, including any overtime, is essential. You will be required to record your time using [Time Tracking Method/Tool]. This is vital for ensuring that you are compensated correctly for all the hours you work.

PHYSICAL REQUIREMENTS

Mobility and Stamina: Frequent movement throughout the restaurant and prolonged periods of standing to capture engaging content during peak times. Must be able to lift 35lbs.

Manual Dexterity and Strength: Handling and managing photography and video equipment, including carrying, setting up, and operating cameras and accessories.

Flexibility and Agility: Adopting various positions, like bending or kneeling, to achieve the perfect shot angles and creatively showcasing the restaurant's ambiance.

Visual Acuity: Paying close attention to detail, composition, and lighting to ensure content quality and visual appeal.

Adaptability: Adjusting to fast-paced, varied tasks ranging from quiet editing to capturing live action in busy settings, maintaining focus and creativity.

WAGE RATE

\$18/hour starting at 15 hours per week dedicated tour downtown brewery location, with the expectation to move to 30 hours per week once the Waldo location opens.