



ANTIQUÉ CANDLE CO.

Antique Candle Co. is seeking a dynamic, energetic, and enthusiastic individual to join our team FULL TIME (approx. 38 hours/week) as an **Instagram Manager**. The Instagram Manager will manage all Instagram and Facebook customer interactions, social media promotions, and work with the Marketing team on a daily basis. This role will be responsible for generating 25% (approx. \$1,000,000/year) of our revenue.

START DATE: August 2019

PAY: \$50,000/year

LOCATION: Lafayette, Indiana

Normal shift hours: 9 AM – 5 PM

The Instagram Manager will promote and respond to customer inquiries via Instagram Direct Messages on Antique Candle Restock evenings about 2 – 3 times/month. For this reason, 1 – 2 hours will be deducted from the 38- hour work week, including leaving early on Friday.

Primary Job Responsibilities:

Create and publish exciting content for the Antique Candle Co. Instagram and Facebook pages

- Plan and execute social media schedule in a timely manner
- Build a robust and engaging social media community to create deeper customer loyalty
- Create value-added content including:
 - Instagram posts, stories, and IGTV opportunities
 - Facebook posts and stories
- Maintain brand vision and message established by CEO and CMO
- Partner with Managers and Marketing team to fulfill social media vision
- Independently establish monthly + yearly goals for Instagram and Facebook
- Create “work requests” in CoSchedule for Digital Media Specialist to generate needed content
- Communicate and research Instagram and Facebook updates on an as-needed basis to team
- Generate weekly and monthly reports detailing specifics of each social media page

Engage community through comments and direct messages

- Reply enthusiastically to each comment on Instagram and Facebook
- Respond to each direct message on Instagram and Facebook in an overly helpful manner
- Draft custom and unique orders per customer request
- Communicate weekly with Brand Manager to share which brand reps + partners are most loyal
- Communicate with customers in a timely manner, specifically within 1 – 3 hours

Lead and strategize business growth as a Manager

- Participate in weekly Leadership and Marketing meetings to collaborate on new projects, flash sales, and ideas
- Engage in weekly one on one meetings with Supervisor
- Check in with Marketing Managers on a regular basis on daily Marketing plans
- Prioritize projects based on Marketing schedule or operational needs
- Maintain “big picture” mentality and be ready to help Operations team in a moment's notice
- Exercise creative freedom to drive additional sales and customer loyalty
- Champion Antique Candle Co. brand image, vibe, and overall creative vision

Secondary Job Responsibilities:

- Act as a representative of Antique Candle Co. at conferences or trade shows
- Partner with other Managers on overall company plans and best practices
- Travel as needed for special events like potential candle collaborations and behind-the-scenes activities (1 – 3 times per year)

Benefits:

3 weeks of vacation + 2 weeks of holiday leave per year (paid leave)

50% discount on all candles

Monthly \$100 candle allowance

No weekend shifts on a regular basis

Opportunity to grow with our company