

CONTENT CREATOR



Job Purpose Summary:

The Content Creator will engage our communities through a variety of outlets including our online presence, social media, newsletters and sales materials. You will provide a consistent voice and image across all platforms on behalf of the company's two brands, Joe Van Gogh and Café Femenino Coffee. This role will connect buyers with our brands through written content, accompanying visual media and support materials.

Strong interpersonal and communication skills are a must, with a willingness to learn, be creative and work in a dynamic and growing team.

Reports To: Marketing Director

Status: Freelance (20 hrs/wk)

Written Content Creation

- Manage content calendar (i.e. blogs, social media, newsletters)
- Post relevant and timely content to both Joe Van Gogh and Café Femenino Coffee social media accounts
- Propose and write blog articles; help create accompanying media (e.g. photos, graphics, etc.)
- Create monthly newsletters, outbound acquisition emails and manage subscription lists
- Support various marketing projects by providing written content
- Contribute to development of marketing strategies and tactics

Visual Design

- Keep product sales materials up-to-date
 - Keep websites and e-commerce sites up-to-date
 - Design and manage production of sales sheets, brochures, manuals, sales collateral, etc.
 - Design and manage production of in-store signage, promotional materials, menu boards, POS, etc
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All Joe Van Gogh employees are subject to a 90-day probationary period

JOE VAN GOGH INC

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