



LB KITCHEN DIGITAL MARKETING ASSOCIATE JULY 2022

to apply send resume to info@lbkitchenportlandme.com

COMPENSATION: \$25/hr, Starting 5 hours/wk + Restaurant Discount

THE WHAT:

The Digital Marketing Associate will contribute to social media marketing on the existing LB Kitchen Instagram & Facebook accounts. The primary purpose of this job is to create content for static posts on LB Instagram. You will present ideas for social content, create and maintain a content calendar and produce and upload photos & ideas to be reviewed.

THE HOW:

- + Research & develop relevant content to LB's brand and aesthetic
- + Create social media content by way of photographs, videos, narratives & projects
- + Maintain a detailed & shareable social media content calendar
- + Stay current on the latest social media trends and offer insights into what's trending
- + Ensure all content is consistent with branding, positioning, voice, and messaging

THE DELIVERABLES:

Social Media Content Calendar

- + Minimum of 1 post per week, goal of two (one weekday, one weekend)
- + Shared schedule booked out quarterly
- + Market research
- + Post analytics & engagement

Content Creation

- + Clean, clear and crisp photos
- + Variety of shots; overhead, side, with hands, with people, different backgrounds, etc.
- + Photos that contain people, food, drink, treats, plated dishes, tablescapes, patio, etc.
- + Contribute to the lifestyle shift for the brand - photos of staff, customers (staged and candid), supported brands/vendors, relevant community organizations
- + Build out stories platform to reveal more of our brand ethos and voice. this includes re-posts from brands that we use/follow/support, social media personalities, mission based organizations and community partners/artists/restaurants

Research and Development

- + Analyze restaurant marketing world both in Portland and other major cities - NYC, LA, Chicago, Austin, DC, Miami - identify and track 10-15 'like' brands
- + Contribute to developing LB Kitchen as a brand in the social space - how are we unique? who are we like? what social communities do we engage with?
- + Strategize with management for best use of marketing across social channels