



Voted #1 Best Sports Bar and Grill in Tampa Bay



Marketing / Social Media Coordinator

Entry–Mid Level Position

We are looking for a dynamic, high performance Team Member to be the day-to-day point person for marketing, social media, & event promotions that drive sales for our Restaurant Brands. This is an entry-mid level position, with advancement opportunity for the right candidate, however, we will consider higher level candidates and adjust accordingly.

The ideal candidate is passionate about storytelling & building community through social media and grassroots marketing. They are digitally savvy, creative, productive with minimal oversight, able to juggle multiple tasks, and committed to succeeding.

Position Description

Marketing Coordination: (33%)- Drive Sales by coordinating promos to increase guest visits

- Coordinate rollout and implementation of In Restaurant and Online Promos
- Marketing collateral, in-store signage, CRM database, loyalty program
- Effective use of CRM to communicate promotions and events

Social Media Execution(33%) Drive Sales thru online guest engagement and conversion

- "Voice of the Brand"- Increase and represent our Brands' Virtual Presence in a unified manner- across all social platforms
- Develop, curate & edit engaging content (written, video, photo) for social media platforms
- Collaborate with Leadership Team to maintain a marketing & social media calendar
- Interact with users and respond to social media messages, inquiries, reviews and comment
- Attend events and produce live social media content, and/or coordinate, as needed
- Coordinate and execute social media marketing and influencer marketing strategy
- Review analytics and create reports on key metrics, as needed.

Community Event Coordination: (33%) Drive Sales thru Grassroots Marketing & Catering Events

- Actively coordinate Grassroots marketing campaigns, including Community Outreach Events and Local Community Involvement
- Increase Brand presence and visibility within the local (and surrounding) communities)

<https://whiskeywings.com/social-media/>



Qualifications / Skills:

- 1-3 years' experience with B2C social media marketing on all social media platforms
- 1-2 years' experience in marketing and sales conversion
- Ability to deliver creative content on deadline (text, image, and video)
- Detail oriented with strong editing and copywriting skills.
- Ability to work in fast paced, high-energy team setting.
- Time management skills- able to multi-task & juggle multiple projects
- Excellent communication (Verbal, social listening, written) skills.

Work Hours and Benefits:

- Work at the Whiskey Wings Corporate Office on US19 in Tarpon Springs
- 40 hours per week, mostly standard business hours, though some nights and weekends will be required, based on events and promotions calendar
- Local Travel for marketing and catering events, as needed, estimate 10-15 hrs/wk
- Starting base salary for entry level candidates: \$35,000, with growth incentive possibility, based on performance & results. Higher level candidates WILL BE considered with position adjustments
- Additional Benefits available: Dental insurance, health insurance, cell phone and plan.

**Apply by scanning QR code or clicking link below
Resume is recommended, though not required**

<https://whiskeywings.com/social-media/>



Company Culture and Values:

- We constantly strive to ensure our restaurants are Hospitable- warm, welcoming, and comfortable- for both staff and guests, alike.
- We value Team Members who:
 - Are Team Players working together as a True Team to reach our Goal: For each & every guest to have a great dining experience
 - Care deeply about hospitality and food service
 - Are Dedicated to the Hospitality industry and don't view it as "just a job"
 - Are open to change and have a desire to always keep learning, exploring and improving
- We foster a culture of Team Achievement, while maintaining Team Member Accountability