

JOB: Content Manager

DATE: May 2020

JOB PURPOSE SUMMARY: To create clear content with a consistent, professional and authentic voice and visual presence across multiple platforms in line with strategies for building Ally's brand.

DIMENSIONS: Create, research, edit, fact-check and post written and visual content for social media and website; Manage communication for marketing and events; Organize and maintain up to date content and assets; Assist all departments with content needs.

REPORTS TO: Marketing Manager

JOB TYPE: Full Time Salaried- discussed upon interview; follow Market Calendar (trading days).

LOCATION: Greenville, SC

KEY RESPONSIBILITIES AND ACCOUNTABILITIES:

1. **Create, research, edit, fact-check and post content.**
 - 1.1. Gather information and materials across company teams and programs to develop and update content for website needs, email campaigns, social media, press releases, and other related articles.
 - 1.2. Write and/or edit company information including but not limited to farm profiles, learning program courses, descriptions, blog posts.
 - 1.3. Interview producers, suppliers, and buyers for coffee profiles. Translate as needed.
 - 1.4. Review details and fact-check articles for final approval.
 - 1.5. Coordinate sponsored content and serve as the point of contact with partnered publications.
2. **Manage communication for marketing and events.**
 - 2.1. Collaborate with the marketing team on upcoming projects and promotional calendars for coffee releases, events, and learning programs.
 - 2.2. Write and coordinate email campaigns. Maintain and update subscriber lists.
 - 2.3. Manage and fulfill requests for visual media or written content, submitting final deliverables to the end user in a timely manner and adhering to deadlines.
 - 2.4. Assist with event needs and coordination such as SCA Expo Producer Breakfast.
3. **Collaborate with marketing team to support brand across social media platforms.**
 - 3.1. Maintain our presence on all social media channels (Instagram, Facebook, LinkedIn, Twitter) creating and organizing messaging, posts, albums, and shared content.
 - 3.2. Organize and maintain any visual assets to post relevant content based on the needs and focus of the promotional calendar.
 - 3.3. Build, edit and maintain an organized gallery of photography, brand assets, and art files.
 - 3.4. Communicate with Ally team to collect necessary information for timely social media content for the company's participation in events and origin trips.
 - 3.5. Review analytics on posts for engagement.
 - 3.6. Assist and respond to messages in social media channels, directing inquiries to the appropriate point of contact.

Knowledges, Skills, Abilities:

- Exceptional verbal and written communication skills, including grammar and "voice" development
- Strong organizational skills and attention to details
- Strong interpersonal skills, ability to work independently and collaboratively.
- Ability to manage multiple projects at once
- Proficiency in Microsoft Office and Google Suite
- Experience working with Adobe Creative Suite (Illustrator, Photoshop) a plus but not required
- Proficiency in Salesforce, Pardot, Klaviyo, Cropster a plus

Education and Qualifications:

- 2-4 years of coffee industry experience a must
- 2-4 years of relevant communications and/or marketing experience
- Bachelor's Degree in Journalism, Business, Marketing, English, Communications or related field.
- Experience working in email marketing and web platforms. Understanding of SEO a plus.
- Bilingual Spanish preferred, Portuguese helpful. Not Required.

The job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Rather they are suggestive of the scope of the position and the job should be carried out in the spirit of the overall job.

Application Instructions: Please send a brief cover letter, resume, and a sample of your writing to stephanie@allycoffee.com with the subject line "Content Manager" and your name.