

Content Creator

March 18, 2022

Capture the energy and passion of 4 award-winning and landmark restaurants in Boston on social media. Throughout the week, you will move from the elegant and intimate setting of Trade to the gregarious and fast-paced setting of Porto, capturing the guest, food, and mood. You'll then shift to any of the five Saloniki locations to showcase our vibrant and undeniably crave-worthy Greek fresh fast-food concept. Finally, you will capture The Venetian's warm and embracing atmosphere, food, and people.

As the Content Creator, you will be at the heart of building our fan base, driving traffic to our restaurants, and keeping the brand top of mind.

The focus of your efforts will be on:

- Creating and publishing content for: Instagram, Facebook, Twitter, and LinkedIn
- Launching and building a following on TikTok
- Driving engagement on our social channels
- Collaborating with influencers
- Designing, crafting the content for, and sending emails
- Building our email marketing program
- Collaborating with our marketing and PR team
- Managing, creating, and updating the content on all our websites
- Assisting with ad hoc projects as they arise

What you will need to be successful:

- Proven success in building brands and producing addictive content across social media
- Social media grandmaster content creating skills
- A keen and consistent eye for building brands visually and through the written word
- Proficiency with Adobe or other design tools, MailChimp and Toast, video editing tools, and WordPress
- Experienced in photography, videography, design, and editing

- Organized, a forward-thinking planner who doesn't break a sweat juggling many demands at once
- Resourceful problem-solving skills that enable you to adjust on the fly
- Passion for hospitality, the restaurant industry, and ever-changing trends
- Eye for details and the pursuit of the perfect feed
- Loves to learn and integrates new technologies
- Strong communicator that thrives working on teams

Additionally, you will need transportation to get to our south shore location, your own camera, and videography equipment.

This is a full-time, salaried position. While the hours of this position are flexible, the role will require a minimum of 40 hours of work weekly. We will expect you to work Tuesday through Saturday and require that you be on location 3-4 days each week, including a couple of evenings each week.

Some of the many benefits you will receive on this job include Flexible hours (see above), health and dental insurance with a 50% employer contribution for individual coverage; paid sick time; and two weeks of annual paid vacation time, team appreciation activities.

How to become a member of our team:

- **Create an example of how you would shape the feed of one of our concepts, submit one reel, one story, three posts for Instagram.**
- **Send us links to social media accounts you proudly curated and want us to see as part of your portfolio**
- **Submit a < 3minute video telling us about your expertise**
- **We will review, and when we are WOWed, we will reach out to set up an interview and discuss the next steps.**