

Wild Scoops Job Description: Media Specialist & Community Liaison, 2023



Wild Scoops is a vibrant and growing business that aims to offer the best ice cream experience in Alaska while spreading happiness and building community. We make our own ice cream and specialize in local and adventurous flavors.

The Media Specialist & Community Liaison is one of the key connections between Wild Scoops and the larger community – they will help us share the stories behind our flavors, suppliers and processes. This is a multifaceted role for a creative, organized, self-driven individual with a love of written communication and a desire to use their unique skill set to maintain extraordinary customer relations and build community! They will create original content for Wild Scoops’s social media accounts, craft engaging emails, blogs and printed media, run our e-commerce site, and communicate directly with the public. They will additionally be responsible for running our merchandise and donation programs and curating our Midtown Art Wall.

This position is part-time (15-18 hours per week), and can be up to 2/3 remote (we will discuss with candidates to find the perfect balance).

Position is: Salaried, Part-time, Year-round

Reports to: Owner

Pay: Starting \$19-23/hr (with set weekly hours), with regular reviews & raises.

Responsibilities:

1. Creating an extraordinary online customer experience through social media; planning and publishing posts with unique content to tell stories, build community and grow our engagement, staying informed of trends and algorithm changes and adapting content/strategy as needed.
2. Develop strategies to grow engagement on all Wild Scoops social media platforms (currently Instagram and Facebook).
3. Monitor social media accounts by responding to direct messages and comments as needed.
4. Working with Owner to create, execute and monitor marketing and communication strategies on long-term and short-term timeframes.
5. Communicating and coordinating with the Test Kitchen and Scoop Shop regarding events, promotions, features, and new items for social media promotion
6. Drafting monthly newsletters to the Wild Scoops customer listserver, creating interest and excitement for new flavors, products and upcoming events.
7. Professionally handling customer email inquiries through company email address, responding to questions, comments, and complaints or redirecting them appropriately.
8. Maintaining an attractive and functional BigCommerce website with accurate inventory and products.
9. Fulfilling online mail orders weekly and problem-solving as necessary.
10. Tracking and analyzing merchandise sales, and generating monthly, seasonal and annual reports to develop and maintain inventory of custom Wild Scoops merchandise.

11. Identifying sales trends, projecting future sales and recommending order quantities to meet expected demand.
12. Researching and coordinating new merchandise, ordering and organizing.
13. Ensuring that merchandise display and signage is beautiful in the shops, helping curate an extraordinary customer experience, and coordinating with managers on systems and restocking.
14. Coordinating special product pre-orders from online store, including creating customer rosters, communicating with customers and following up with order fulfillment.
15. Demonstrating accuracy and professionalism in all internal and external communications.
16. Promoting community engagement in the Art Wall, including communicating with artists, coordinating artist set-up and take-down, writing a monthly blog post with an artist's interview and photos.
17. Coordinating community donations: receiving requests, recommending contributions, tracking donations made and fulfilling approved donations.
18. May have the opportunity to grow and develop this position over the coming years as interest dictates, including working with Owner and Special Events Coordinator to develop our tour, tastings, and educational programs.
19. May have opportunity to become involved in other aspects of operation as it relates to the community, including special events and programming.

The ideal candidate:

- Is detail-oriented and organized, with an eye for design and aesthetics.
- Has impeccable written communication skills and can match our unique brand voice.
- Can work well independently and also has a reputation for excellent relations and communications with co-workers. While quite autonomous in some ways, this role also has a major teamwork aspect!
- Can manage time well and prioritize multiple projects effectively.
- Is excited to use new social media features to tell stories and drive engagement and growth.
- Has experience with some of the following technologies that you will use in this position: Mailchimp, BigCommerce, Instagram/Facebook, reels, Square, Canva.
- Is a fast and flexible learner when it comes to new technology and systems.
- Light video, photography and/or graphic design skills a plus.

Equal Employment Opportunity

Wild Scoops provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, Wild Scoops complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. Employment decisions at Wild Scoops are based on business needs, job requirements and individual qualifications. We are committed to a diverse workforce. We value all employees' talents and support an environment that is inclusive and respectful.

Ready to apply?

Help us get to know you a bit! **Write us a letter** that introduces yourself and your qualifications and addresses why you want to work for Wild Scoops in this capacity, and what your availability is like (start date and weekly availability). Email the **letter** along with a **resume** to info@wildscoops.com.

We'll be accepting applications through **January 25th** and interviewing on a rolling basis. If we think you might be a good fit, we will follow up with next steps! We anticipate this position starting training in early February to take over fully in mid-March.