

## **Briar Group**

### **Social Media Content Creator**

Please send resume and portfolio to: Jessica O'Neal, Marketing Manager, [joneal@thebriargroup.com](mailto:joneal@thebriargroup.com)

The Briar Group is one of Boston's largest restaurant and nightlife groups, with 14 locations across Greater Boston, as well as a full-service event planning company, Briar Events. Established in 1989, the company is family owned and operated. Their commitment to their employees has led to the group having one of the lowest turnover rates in the industry. Their dedication to hospitality ensures that the restaurants of the Briar Group are consistently exceeding the expectations of each and every guest.

The Social Media Content Creator will assist with the Marketing Department's content creation and execution on all social media platforms, and offer general support to the department.

We are seeking an organized, energetic, outgoing, creative, highly motivated and hard-working individual for this exciting marketing role, in which you'll see your ideas in action and learn all about marketing highly successful brands!

**Hours:** Full-time, with nights and weekends

**Reports to:** Social Media Coordinator

#### **Responsibilities:**

##### Content Creation

- Capture and edit high-quality, engaging photos of special menus, dishes, shows, events, evenings, and staff at each restaurant
- Ideally, also shoot and edit video for social media

##### Social Media

- Responsible for assisting with social media accounts
  - Create and maintain social media content calendar
  - Regularly post for (and take ownership of) assigned accounts on all channels – Facebook, Twitter, Instagram, LinkedIn, and Google
  - Stay up-to-date on weekend entertainment, upcoming events, and ongoing promotions
  - Work with restaurant contacts to collect restaurant content and news
  - Respond to all check-ins, comments, and reviews in a timely manner
  - Influence the conversation with the goal of increasing likes, favorites, re-tweets, and website traffic
  - Update bios and cover pages with upcoming events and promotions
  - Evolve own knowledge of social media trends and new platforms
  - Organize contests and giveaways
  - Stay up to date on social media and restaurant trends

## Influencer Relations

- Consistently work with Briar Group's publicist and social media coordinator to drive brand exposure and audience growth through relationships/collaborations with social media influencers
- Manage relationships with influencers and third party brands in a way that gains more exposure and business for Briar Group's brands, coordinating influencer visits and giveaways for each location

The ideal candidate will have:

- Organization skills
- Advanced food and event photography skills
- A Bachelor's degree in marketing, business, communications, or creative media
- Flexibility to work nights, weekends and/or holidays
- Superior grammar and spelling abilities
- Creative and persuasive writing style
- Very good attention to detail and an excellent capacity to focus and multi-task
- An ability to take direction very well and work with a variety of personalities
- A natural ability to make and maintain interpersonal connections
- Limitless creativity
- Enjoys non-traditional hours and working independently
- An aspiration to learn marketing and to grow within the company
- An eagerness to succeed
- Active social media accounts

Plusses, not requirements:

- Video recording and editing skills
- Nightlife/concert photography experience
- Hospitality experience
- Active Pinterest, LinkedIn and YouTube accounts
- Knowledge of Adobe Creative Suite
- An extensive photo and design portfolio