



Columbus based Crimson Cup has been locally roasting since 1991. One of the most decorated and **established** - named National Coffee Roaster of the Year and has proudly earned many awards for quality, taste and sustainability. At Crimson Cup, we focus on good, we create positive changes through our products and relationships around the world that inspire our customers to make a meaningful impact with every cup we pour.

Visit crimsoncup.com to learn more and follow us on social @crimsoncupcoffee.

POSITION TITLE: RETAIL MARKETING SPECIALIST (M-F 8:00 am through 5:00 pm)

The Crimson Cup Retail Marketing Specialist is responsible for speaking to and attracting our target audience through several marketing tools. Using Social Media outlets including but not limited to Instagram, Tik Tok and Facebook the Marketing Specialist will create and build a library of content to drive traffic and results in our retail locations. The Marketing Specialist will also engage in relationship building tactics in our coffee house communities to help create and drive business.

Responsibilities

- Develop, implement, and track marketing programs such as email, social media, or digital campaigns, and events
- Write, proofread, and edit creative and technical content across different mediums
- Create and manage a cadence with coffee house managers for organic content for social media channels
- Collaborate with internal teams to synchronize joint marketing efforts
- Manage and execute grassroots marketing campaigns for retail coffee houses
- Create in store promotional signage for special events or communication needs

Qualifications

- 2-3 years of social media marketing experience
- Social media marketing analytics knowledge
- At least one year of coffeehouse experience
- Ability to identify and develop relationships with key internal and external partners
- Strong interpersonal skills
- Attention to detail and strong written and verbal skills
- Canva or Illustrator knowledge and portfolio

Qualified candidates please submit your resume to careers@crimsoncup.com