

Marketing Assistant | Sweet Wynns

Location	Sweet Wynns 1209 E Main Street, Suite A Richmond, Virginia 23219	Working Hours	Mon - Wed, 9:00 AM - 1:00 PM
		<i>Schedule Options (Part-Time)</i>	Mon - Wed, 1:00 PM - 5:00 PM Mon - Wed, 5:00 PM - 9:00 PM
Salary	\$15.00 - \$16.00 per hour	Age Requirement	18+

Description

Sweet Wynns is an ice cream making workshop located in Downtown Richmond that focuses on teaching our guests how to create premium ice creams from scratch. We strive to create an unforgettable experience that brings joy to ice cream lovers around the world.

We are seeking a creative and detail-oriented Marketing Assistant to support our marketing efforts. The ideal candidate will have experience with key digital tools and a willingness to learn new software to help us grow our brand and engage with our community.

Responsibilities

- Manage survey data, including data entry and analysis.
- Schedule and manage social media content across platforms, including Instagram and Facebook.
- Use Canva templates to create weekly promotional materials that align with our brand.
- Identify and pursue local partnership opportunities to enhance our community presence.
- Manage the distribution of our weekly newsletter, ensuring timely and accurate content delivery.
- Assist with other marketing activities as needed, including event planning, content creation, and market research.

Requirements

- Must be 18 years of age or older.
- Proficient in Microsoft Excel and Microsoft Word.
- Experience using Instagram, Facebook, and Canva.
- Willingness and ability to learn social media planning software (e.g., Planoly, Later).
- Strong attention to detail and excellent communication skills (written and verbal).