



WE'RE HIRING!

Seeking a Retail & Marketing Specialist

About the Position:

Blue Moon is looking for a bright, friendly, organized, self-motivated, and creative person to join our team as the Retail & Marketing Specialist. A love of good food is a must, of course! Your primary responsibility will be to take great care of our customers in our retail shop and make everyone feel like family. You will also help out with inventory management, merchandising, corporate gift execution, website order fulfillment, store promotions, social media, and customer communication. You will also be asked to help with special events and other projects as needed. This is an hourly position and we are seeking between 20-30 hours of help, including some Saturdays.

Job Responsibilities:

- Take fabulous care of all of our amazing customers in our retail store – explaining products, giving tastings as appropriate, and checking them out
- Help ensure that the store is clean, welcoming, and fully stocked at all times; communicate with the kitchen team on inventory needs
- Check online website orders on a daily basis and ensure all are packaged and ready to ship out same day
- Help execute corporate gift orders, including client communication, personalized labels, packaging, and delivery
- Assist in creative development and execution of store promotions
- Help to maintain our social media calendar and assist with posting and community management on Facebook and Instagram
- Assistance updating our menu offerings on the Blue Moon website
- Assistance with mass email communications to customers
- Assistance coordinating and managing events, such as holiday fairs, festivals and farmers' markets
- Help with other projects as needed!

Skills Needed:

- A genuine love of cooking and good food is a must! Previous experience with Blue Moon products is a plus.
- Experience with retail sales and customer service a must; merchandising experience a plus
- A "can-do" attitude and willingness to dive in and figure things out; self-motivated and constantly looking for ways to improve the status quo; willingness to roll up your sleeves and help out wherever needed.
- Experience with Square, Wordpress, MailChimp (or other mass email service providers) a plus
- Experience with food photography, social media, copywriting, and community management a plus, particularly on Facebook & Instagram

About Blue Moon Specialty Foods

Blue Moon makes life more flavorful with our line of fun and fresh specialty foods, all handcrafted with love and the finest ingredients available, often from our own garden! While we have humble beginnings and got our start selling directly to consumers just at farmers' markets, we have grown exponentially over the past few years and now sell our products in over 30 retail outlets around the Carolinas, to several large restaurant chains and corporations, as well as in our very own retail store and on our website. We are growing quickly and are excited about expanding our team!

To apply, please send a resume and cover letter to molly@bluemoonsc.com.