



Tea's Me Café

Job Title:	Tea's Me Graphic Artist & Social Media Intern	Job Category:	Graphic Artist & Social Media
Location:	Multiple Locations	Travel Required:	Travel Required
Level/Salary Range:	TBD	Position Type:	Part-Time, Work Study, Internship
HR Contact:	Darla Harmon	Date Posted:	December 2022
Will Train Applicant(s):	Darla Harmon & Managers	Posting Expires:	TBD
External Posting URL:	www.TeasMeIndy.com/Join-Our-Team		
Internal Posting URL:	www.TeasMeIndy.com/Join-Our-Team		

Applications Accepted By:

WEB POSTING ONLY:

See above

MAIL:

Name
Tea's Me Café
140 E. 22nd Street, Ste. B
Indianapolis, IN 46202

About Us

TEA'S ME CAFE IS A LOCAL FAVORITE, AWARDED THE BEST OF INDIANAPOLIS, BEST TEA HOUSE IN 2020 & 2021.

Guests enjoy a variety of healthy loose-leaf teas, great food, and a classy ambience. Tamika Catchings, 4x Olympic Gold Medalist, Hall of Famer, and founder of the Catch the Stars Foundation, purchased Tea's Me Cafe in 2017, when she found out the original owners were planning to close the business. A Community advocate, the goal of the Cafe is to not only serve the community food & beverages, but also to provide add programming and events. The Cafe expanded its reach by operating a second location, Tea's Me Community Cafe, as part of a Tarkington Park Partnership.

Tea's Me Cafe specializes in providing the best loose-leaf tea sourced from all over the world. Our guests notice the difference in the freshness, taste, and aroma. Tea is incredibly healthy for you and is a wonderful way to start your day or can help you sleep at night.

Job Description

SUMMARY

This role will serve as part of Tea's Me Café Indy & the café owner, Tamika Catchings, Digital Strategy team. As a digital strategy intern, you will be working closely on a variety of our Tea's Me & Tamika's personal Social Media accounts. Your work will involve both daily and long-term projects that cover all facets of digital media, including everything from writing social media content to generating a campaign metrics report and graphic designing.

This internship is a hybrid concept with opportunities to be in-cafe and work remote. The internship is also unpaid. Candidates should be available a minimum of 10 hours/week and a 3 to 6 months commitment is preferred as we offer a lot of flexibility. You will work remotely on your free time around deadlines given and there will be weekly recaps, feedback, guidance and communication between the owner & Graphic Design Intern.

JOB FUNCTIONS:

- Update Facebook, LinkedIn, Twitter and Instagram account with current and relevant photos, video, or other content
- Use creativity to design & provide content for Social Media Accounts
- Responds to posts or comments to bring value to company
- Post updates, news and announcements in a timely manner
- Performs research to find articles, stories, resources, or other content that is relevant to our customer base and post it to our Facebook, Twitter, LinkedIn and Instagram page in a manner that invites conversation and interaction
- Grows online social networks
- Completes other social media projects as assigned
- Conducting research
- Monitoring vlogs and social media channels
- Reporting on client campaign performance spanning email marketing
- Social media and website metrics
- Writing memos, social media content, and email marketing content
- Working with Google Analytics
- Completing other graphic & digital projects as assigned

QUALIFICATIONS AND EDUCATION REQUIREMENTS

Core Value Qualifications

1. Energy for Life – Excitement about your life, our space(s) and a contagious positive attitude
2. Willingness to Learn – Learn, engage & grow daily
3. Commitment to Excellence – Take pride in how you SHOW up every day
4. Engagement – Be attentive to your guest, teammates & those you have a chance to connect with
5. Dedicated to Serve – Attitude of gratitude and exceptional customer service to our guests

Recent college graduate (within past 6 months) or current student pursuing a degree in Communications, Marketing, Graphic Arts, Social Media Management and/or a related area

PREFERRED SKILLS

- Strong communication and writing skills
- Extensive background with social media (LinkedIn, Facebook, Twitter, Instagram, etc.)
- Enthusiastic about reaching new audiences
- Creative, able to think up a new social media campaign
- Must have a strong online presence
- Must be competitive and tactical
- Comfortable with taking initiative and working solo or with a team
- Detail oriented and self-motivated
- Comfortable with working alone and keeping self-accountable for results
- Strong research ability, to find new content to share
- Comfortable with using Social Media Analytics
- Be Creative, self-starter with a strong work ethic
- Proficiency in Microsoft Office Suite and social media (Facebook, Twitter, LinkedIn, Instagram, etc.)
- Organized and attentive to detail
- Ability to work in a fast-paced environment and balance multiple tasks
- Strong research, writing and analytical skills

Reviewed By:	Name	Date:	Date
Approved By:	Name	Date:	Date
Last Updated By:	Name	Date/Time:	Date/Time