



With funding from



**As part of the Digital Skills for Youth Program, coordinated with Communautique, Las Fincas Coffee is looking to hire a Social media community manager with a flair for writing in French and English. We have so many coffee stories that just need to be told.**

The job will require assisting the management of our company's social media presence and develop a marketing strategy that will reflect the business development plan of Las Fincas Coffee, which includes a brand new product launch in March 2022. To keep our Instagram and Facebook identity relevant and vibrant. To translate those platforms into sales. To provide an analysis of TIKTOK as a method to drive our sales platform . To compile data from our website store and report gains through various initiatives. manage an advertising budget, produce content. Imagination , creativity and a photographic ability and eye are essential.

The position is open to those who are team players with an ability to take direction and follow through with plans until completion. At Las Fincas, ideas happen everyday and are implemented quickly. Keeping up, keeping track and scheduling are key elements that will need to be demonstrated to succeed.

Our online store is taking shape but this job will require SEO development system integration to our accounting and other platforms.

On job training will include a basic understanding of coffee importation and roasting. Further basic training in beverage production and coffee shop management. All in an effort to best reflect our mission and innovativeness towards our field in our social media. Training in the field of Digital skills will include photography and photoshop, instagram/ Facebook account management.

A passion for coffee and people are a must . A desire to learn the industry and create images and branding that will talk to our desired market segment.

**On site work is a must . 5 days a week - 6 hours a day. 9:30 am to 3:30pm. Although hours are flexible to an extent. The stories and dreams have to be heard every week to translate them to our style and image. Bring ideas , bring a passion for coffee and a knowledge of social media marketing.**

Internship duration: from January 3rd ,2022 to March 31,2022

Minimum Education : Cegep

The hourly rate is \$19.

This internship comprises a series of digital skills training days coordinated by Communautique

The intern must meet the following eligibility criteria:

- Be between 15 and 30 years old at the beginning of the internship
- Have completed post-secondary studies
- Have the legal right to work in Canada
- Be a Canadian citizen, a permanent resident or a person with refugee status in Canada
- Not receive employment insurance (EI) during the internship
- Self-assess as underemployed, that is, employed below their level of education or holding a part-time job
- Not have already participated in a digital skills for youth program.

Please submit all resumes through email at [warren@lasfincas.com](mailto:warren@lasfincas.com)

and you get to work in a café and let your imagination take hold of you and create content and build our online sales through digital media.

Here is your office, please give us a call: 514-712-7134 !

