



With funding from



As part of the Digital Skills for Youth Program, coordinated with Communautique, Las Fincas Coffee is looking to hire a Digital Marketing Manager who can invigorate

We are looking for a Digital Marketing Manager that can curate our social media content and optimize our e-commerce performance.

We are looking for someone who can analyze and interpret sales, website, and social media statistics. We have worked to build our social media presence but want to maximize its' efficiency. Knowledge of search engine optimization, email marketing, lead generation, and other digital marketing methods is a must , as we are looking to expand our our on-line customer base through Google performance. We are several revenue platforms from wholesale and in-house retail to on-line web sales, we need someone who can sync these to work seamlessly together.

Knowledge of SquareSpace, Square-up and Stripe would be an asset, as well as the ability to code, innovate web design, and layout of our website. To assist with the maintenance and upkeep of our website e-commerce performance and integrate data from various back-end services and databases .

Cooperation with our social media content creator and graphic designers is essential to match visual design and branding of our company.

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 Coffee, ideas happen everyday and are implemented quickly. Keeping up, keeping track and scheduling are key elements that will need to be demonstrated to succeed.

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 to bring the stories of those who provide us the coffee to light. Any training in the field of or Certificates in Google ads will be provided.

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.

Can work from home with 2 to 3 Zoom meeting a week to monitor progress. Working hours 35h or 40h a week depending on the candidate's availability. Must be available for Zoom meeting Weekday mornings. Bring ideas , bring a passion for coffee and a knowledge of SEO, and marketing campaigns

The candidate must hold a post-secondary diploma or University degree

Internship duration: from January 24rd ,2022 to March 31,2022

The hourly rate is \$20.

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

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 !

