

## **First Bloom & A Very Good Tomato Sauce**

Social Media Manager — Remote

We have a specific (if underused) social media voice: Warm, specific, helpful, sometimes funny. Assumes the audience is knowledgeable but curious. It sounds like a person and is personal because we are people, and grocery store shopping, cooking and eating is personal. Our goal is to get you excited about making dinner, remind you of that lentil soup recipe you made once and loved, be the Italian nonna you never had to give you secret tricks to roasting fennel and living till 102. In everything we do, human touch and individuality remain of the utmost importance.

We're looking for a Social Media Manager to help us show up consistently and thoughtfully across both brands — First Bloom and A Very Good Tomato Sauce — primarily on Instagram through stills, videos, etc. You'll work closely with Alison and the broader team, writing copy that sounds like us, sourcing and organizing content, and helping build an online presence that feels especially fun, useful and unique.

### **What you'll do:**

- Manage Instagram for both @firstbloomcornerstore and tomato sauce: posting, captions, stories, manage/reply to comments/DMs with warmth and attentiveness.
- Write copy that sounds like a person with a soul, like a human with opinions, like us.
- Work with Alison and team to plan and execute content around product launches, seasonal moments, store updates, and the Brooklyn opening.
- Source, organize, and schedule content: coordinate with photographers, pull from existing assets, shoot simple content yourself when the moment calls for it.
- Work with anyone else tasked with writing copy to maintain and build on the brand voice.
- Be aware of what's working but don't feel beholden to it. We'd rather try new things than get stuck doing what everyone else is.

### **What we're looking for:**

- 5+ years of social media experience, ideally managing accounts for a food, lifestyle, hospitality, grocery or other consumer brand with a strong, recognizable point of view.
- Someone who actually likes social media. It's a job, but shouldn't feel like a job.
- A writer! Captions are the most important thing here, they should always feel unique, authentic, smart and occasionally funny. Above all: like a real person wrote them.
- Someone who understands that we'd rather have fewer posts that feel right than more posts just to throw up some "content."
- Comfort working closely with a founder. The work will be collaborative, fast-moving, and occasionally change direction. Ideally you thrive in flexible, ever-evolving environments.
- Someone who can take/identify photos that make you want to shop, cook, eat and come to our store. We favor imperfect, messy, half-eaten plates or bowls, in-process cooking moments, ingredient shots in-situ, etc. over polished studio images.

- Organizational competency, confidence in managing two brands at once.
- A genuine interest in food, cooking, hospitality and the culture around all three, especially in New York. You pay attention to trends, but also love to ignore them.

**Nice to have:**

- Experience managing social for a DTC or e-commerce brand.
- Familiarity with Later, Planoly, or a similar scheduling tool.
- Moderate photography or video skills– nothing too professional or polished.
- Familiarity with Alison’s work or have cooked from her books– there will be less to explain re: voice, style, etc.

**The details:**

- New York based, with in-person availability during business hours and timely responsiveness around time-sensitive moments.
- Part-time to start, with preference that you grow into full time as the Brooklyn store opens and the businesses expand.
- \$50-\$100 hourly rate, commensurate with experience.