

Linea is a San Francisco based coffee roasting company. Linea's renowned for our sweetness forward, 100% Organic award winning coffees, exacting flavor standards, and its culture of kindness and hospitality. Linea is a Certified B-Corp. Our B Corp status is a lens that we see the world through, as it ultimately has a positive effect on how we treat employees, our customers, our community, our world, and each other.

Digital Newsletter Editor

Play a vital part of Linea's marketing team and support its mission of elevating sustainable, delicious coffees as our Digital Newsletter Editor.

You: A highly organized coffee lover with a way with words and a keen understanding of both our San Francisco roots and commitment to the global sustainability of coffee.

Us: A mission-driven coffee company that's San Francisco through and through. Our emphasis on quality, hospitality, and sustainability informs everything we do.

Join us in this part-time role in carrying our message and voice through email communications (three mailings per week) to both our local and international subscriber audiences.

Qualifications:

- Experience within the coffee industry and a true passion for coffee
- Talent and experience writing concise, appealing, voice-appropriate marketing communications about coffee
- Experience using email marketing software such as MailChimp and Square, including eCommerce integrations (in our case, with WooCommerce) and interpreting analytic data
- Organized—you'll be planning both written and visual content several weeks ahead
- A team worker, open to collaboration and constructive suggestions
- Strategic approach and response to analytics, and ability to tailoring your approach for best engagement
- Positive attitude throughout!

Duties:

You'll prepare three email campaigns per week for our established audiences announcing weekly sales and tasting opportunities, both digitally and in our cafes. Two of the newsletters will have very similar content, but will be targeted towards specific audiences.

Your writing, visual, and coffee acumen will all come together as you select from existing and newly-created images and short video to help tell the stories of our coffees, our role in San Francisco's food and beverage community, and more. Newsletters will incorporate a mix of storytelling, visual appeal, and of course, sale info.

To guide your creative flow, we'll ask you to participate in monthly planning meetings with the larger Linea team, as well as maintain a schedule of topics and images with a four-week lead time (prepared, but always able to pivot when things change). In addition, we'll review analytics together to ensure the approach continues to make sense for our audience, and you'll draw on your strategic

We expect this role to take approximately 6 hours/week. Compensation \$2000/month and coffee benefits. San-Francisco-based is ideal, but remote will be considered.

Please submit a resume and cover letter with relevant experience, as well as a 250-word writing sample and any links to your marketing or coffee writing. Please email your resume + cover letter to jobs@lineacaffe.com