

SOCIAL MEDIA MANAGER & TEAM MEMBER

Aerostat Creamery – Murrieta, CA

Aerostat Creamery is looking for a creative, outgoing, and self-motivated Social Media Manager & Team Member to help grow our online presence and tell the story of our ice cream shop, food truck, catering business, and homemade ice cream.

This is not a work-from-home social media position. We are looking for someone who can actually be in the business, see what is happening, recognize great content opportunities, and turn them into engaging posts, reels, stories, photos, and videos.

You'll have creative freedom to produce routine content without needing someone to tell you exactly what to post every day. We want someone who can walk into the shop, look around, and think:

"That would make a great post."

What You'll Do

You'll primarily be responsible for:

- Creating photos, videos, reels, stories, and social media posts
- Keeping our social media active, current, and engaging
- Creating content around new flavors, products, specials, pints, and promotions
- Creating content featuring our ice cream shop and behind-the-scenes operations
- Promoting our food truck, catering services, events, memberships, and wholesale business
- Helping build Aerostat Creamery's personality and presence in the local community
- Developing ideas instead of waiting for management to provide every post
- Monitoring comments, tags, mentions, and customer engagement
- Helping monitor and respond to Google and Yelp reviews
- Identifying trends, customer feedback, and opportunities to promote the business
- Maintaining a fun, friendly, clean, family-appropriate brand image

We generally expect someone working at least ten social-media-focused hours per week to consistently create a mix of photo content, short-form video, promotional content, and brand/community content.

This Is Also an Ice Cream Shop Job

Social media will be your primary responsibility, but you are still part of the Aerostat Creamery team.

When the shop gets busy or your help is needed, you may also:

- Serve customers
- Scoop ice cream
- Make shakes, sundaes, floats, and other menu items
- Operate the POS
- Restock and clean
- Assist other team members during busy periods

Everyone helps when the shop needs it.

Who We're Looking For

We care less about having years of professional social media experience and more about finding someone who naturally understands content.

You may be a great fit if you:

- Regularly use Instagram, TikTok, Reels, or similar platforms
- Understand what makes people stop scrolling
- Are comfortable taking photos and recording video
- Can create simple, attractive short-form content
- Have good judgment about what should—and should not—be posted publicly
- Can write captions without needing someone to dictate them
- Are creative and constantly noticing content opportunities
- Are dependable and actually finish what you start
- Can accept feedback without taking it personally
- Are friendly and comfortable interacting with customers
- Can work independently without needing constant supervision
- Understand that posting the content is just as important as creating it

What We DON'T Want

This probably isn't the right position if you need someone to:

- Tell you exactly what to post every day
- Constantly remind you to create content
- Choose every picture for you
- Write every caption for you
- Follow up repeatedly to make sure something was posted

We want someone who takes ownership of Aerostat Creamery's social media presence.

Interested?

Send us your resume and tell us a little about yourself.

Bonus: Include links to social media accounts, videos, photography, graphics, or other content you've created. It does not have to be professional work—we'd rather see whether you have a natural eye for content.

If you love social media, enjoy creating things, aren't afraid to be around customers, and want the opportunity to help shape the personality of a growing local business, we'd like to hear from you.

Aerostat Creamery LLC

Murrieta, California