

INSTAGRAM MARKETING COORDINATOR

Join our friendly team of volunteers as we invest our time to support the community with funds generated through the sale of quality used merchandise. The Red Door management has been looking at ways to generate revenue outside of conventional retail, including creating an Instagram store to target new customers. We think this would be a great opportunity for one or two students to project manage.

Responsibilities:

- Learn the current thrift shop business model
- Conduct market research to determine what other thrift stores do well/how they use Instagram as a marketing tool
- Advise the manager on what market segment The Red Door should target and which products should be sold on the platform
- Prepare displays and model items for sale
- Photograph items using filters to attract the target market
- Post items and monitor interest/advise manager on any updates

Requirements:

- Age 16 or older
- Enthusiasm for technology and experience with using Instagram and other social media
- Excellent communication skills
- Ability to interact effectively with manager to create a sales catalog
- Use of a cell phone camera

Must be able to commit 10-20 hours initially to research and set up the site, then 1-2 hours a week to post and maintain. Timeframes will depend on the products chosen to showcase and how many items we have in inventory.

If you are interested in joining our team, please apply by email at reddoorthriftanacortes@gmail.com or call the Red Door Manager, Erin Kohlhaas, at 443-613-7673. If you are a minor, please complete the Parental Authorization for Minor Volunteer Form. We encourage friends who want to volunteer together to please let us know when you contact us. Thanks!

Parental Authorization for Minor Volunteer

The Red Door Thrift Shop

7th and O, Anacortes, WA 98221

360-293-8027

Name of Minor _____

Mailing Address _____

Birth Date of Minor: _____

Reason for volunteering _____

Duration of service: Start Date _____ End Date _____

Anticipated hours to be volunteering _____

I consent to allow the minor listed to volunteer with The Red Door Thrift Shop at the location stated above.

Parent/Guardian Signature _____ Date _____

Printed Name of Parent/Guardian _____

Phone Number _____

Minor Signature _____ Date _____

Printed Name of Minor _____

Phone Number _____