

Events & Social Media Coordinator Job Description

****Position:**** Events & Social Media Coordinator (20-25 hrs/week with potential for FT)

****Pay:**** Starting at \$18.50/hour

****Location:****

Queen Takes Book
6955 Oakland Mills Rd., Suite E
Columbia, MD 21045

Position Summary

The Events & Social Media Coordinator will be an in-store presence who brings our bookstore to life—both in person and online. This role is perfect for a creative and energetic individual who loves books, thrives in a community-centered space, and is excited to engage customers through in-store events, social media, and innovative promotional strategies.

The Events & Social Media Coordinator will work closely with the store manager and owner to ideate, organize and oversee a variety of bookstore events—from author signings to book club meetings and community partnerships—while also developing and executing engaging social media content that reflects the personality and values of Queen Takes Book. This position will involve bookselling responsibilities as well, ensuring that our online and in-store experiences are seamlessly connected.

As a growing role, this position has the potential to expand into a full-time opportunity as our events program and digital presence evolve. If you are passionate about storytelling, community engagement, and independent bookstores, we'd love to meet you!

Responsibilities

Events Planning & Execution

- Coordinate in-store and external bookstore events, including author signings, special shopping days, book clubs and community engagement initiatives.
- Serve as the primary point of contact for publisher representatives, local authors, and community partners regarding event logistics, scheduling, setup, and execution.
- Maintain strong working relationships with publisher contacts, ensuring prompt communication and post-event follow-up.
- Promote events through multiple channels, including social media, newsletters, and in-store signage.
- Provide on-site and post-event support, including event set-up, hosting, customer engagement, bookselling, and clean-up.

Social Media & Digital Content

- Independently ideate, develop, and execute engaging social media content that reflects the store's mission, values, and daily happenings.
- Capture and create in-store social media content (photos, videos, live interactions) to showcase events, new books, staff recommendations, and customer experiences.
- Monitor trends in social media and bookselling to ensure Queen Takes Book stays innovative and relevant in online spaces.
- Design and produce digital content using Canva or similar tools for social media, email marketing, and website promotions.
- Collaborate with booksellers, store manager and owners to maintain an authentic and engaging online voice.
- Manage the store's content and events calendar for store events and ensure staff are aware of upcoming activities.
- Engage members of the staff in creating dynamic social media content.
- Create marketing assets and templates for larger campaigns and recurring content.

Bookselling & Customer Engagement

- Engage with customers in-store, providing personalized book recommendations and exceptional service.
- Assist with bookselling, including hand-selling titles, contributing to in-store displays and recommendations and operating the point-of-sale system.
- Foster a welcoming, inclusive environment that reflects the mission and values of Queen Takes Book.
- Complete other in-store tasks, as assigned.

Skills and Experience

- Passion for books, independent bookstores, and community engagement.
- Demonstrated experience in event planning, marketing, and/or partnership development.
- Experience with social media management (Instagram, TikTok, Facebook, etc.), with an ability to create compelling, on-brand content.
- Strong communication skills—both written (for social media, newsletters, and signage) and verbal (for event hosting and customer interaction).
- Ability to work independently, manage multiple priorities, and troubleshoot event and marketing logistics with confidence.
- Proficiency with Canva (or similar design tools) and basic content creation skills.
- Experience with retail or bookselling is a plus but not required.

Additional Considerations

- This role requires working in-store the majority of the time to coordinate events, engage with customers, and capture content.
- Must be available for evening and weekend events.
- Ability to lift 40 lbs. (or do so with reasonable accommodation) and remain active on the sales floor for extended periods.

At Queen Takes Book we are fully committed to diversity, equity and inclusion in all that we do, including the hiring process. We welcome all applications from a wide range of candidates.

About Queen Takes Book

Mission

Queen Takes Book believes passionately in the power of reading and strives to connect local readers of all ages with books that delight, challenge, and engage. We create a remarkable shopping experience by offering a curated and diverse collection of books, personalized reading services, and community-based events that celebrate the wonder and richness of the reading experience.

Core Value Statements

- We believe every reader deserves to see themselves reflected in books and actively elevate diverse voices.
- We are passionate about fostering a love of reading and connecting people with the perfect book.
- We strive to create a welcoming, inclusive space where books bring people together and build community.
- Creativity fuels everything we do, from curating our collection to designing events and digital content that inspire engagement.