

Company name: Coffee Sphut

Job Title: Social Media & Growth Coordinator

Location: Lagos, Nigeria (Hybrid)

Type: Contract, 6-Months

Industry: Tech, Lifestyle, Food & Beverage

About the Company & Role

Coffee Sphut is an early-stage startup building a mobile app that helps people discover cafés while highlighting coffee culture in Nigeria. We are creating a platform that connects coffee lovers, lifestyle seekers, and cafés, while also building reliable industry data.

We are looking for someone who is entrepreneurial at heart and understands social media, lifestyle trends, entertainment culture and on-ground engagement to help grow our brand visibility and café partnerships. This role sits at the intersection of content creation, community building, and business outreach, helping Coffee Sphut grow both its audience and its network of café partners.

What You Will Do

Social Media & Content

- Manage Instagram and TikTok pages and any other relevant social media platforms
- Post engaging lifestyle and café-related content
- Create short-form videos and reels
- Respond to DMs and comments to grow community
- Work with cafés and creators on content collaborations

Growth & Engagement Support

- Visit cafés and capture content
- Build relationships with coffee lovers and lifestyle communities
- Spot trends in food, coffee, and entertainment culture
- Reach out to cafés and introduce Coffee Sphut
- Help onboard cafés onto the App
- Maintain a simple list of leads and partners
- Support conversations around promotions and collaborations

Who We're Looking For

You should:

- Have experience managing social media pages for a brand or business
- Understand Lagos lifestyle, food spots, and entertainment culture
- Be comfortable talking to business owners
- Be creative and experience creating content with a phone
- Have strong communication skills
- Be self-driven and able to work without constant supervision

Bonus if you:

- Love coffee or café culture
- Have worked with food, hospitality, or lifestyle brands

How to Apply

Send the following to info@cafesphut.com

- Your CV
- Links to social media pages you have managed (Optional)
- A short paragraph on why you fit this role