

Job Title: Social Team Member - Tastemakers

What Is a Tastemaker? A Tastemaker is someone who knows what's happening and leads their circle socially. You have a strong social network, enjoy meeting new people, and naturally influence where your friends go, what they try, and what they talk about.

As a CHLvents Tastemaker, you'll help introduce new people to our events, grow our audience, create buzz around upcoming experiences, and help make sure the right people are in the room.

Key Responsibilities:

- Promote upcoming CHLvents experiences through your personal and social networks
- Personally invite people to events and encourage ticket sales
- Share event content through Instagram, TikTok, Facebook, group chats, and other relevant platforms
- Attend select CHLvents events and help create an energetic, welcoming atmosphere
- Build relationships with potential guests and introduce new people to the CHLvents community
- Help identify social trends, communities, organizations, and audiences we should be reaching
- Participate in occasional promotional activations around Dallas
- Capture and create organic event content - create buzz
- Represent CHLvents professionally while still bringing your own personality and social style

Qualifications:

You may be a great Tastemaker if you're:

- Social, outgoing, and comfortable meeting new people
- Active on social media
- Well-connected within your school, workplace, neighborhood, industry, organization, or social circle
- Someone people naturally ask, "What are we doing this weekend?"
- Familiar with Dallas nightlife, restaurants, events, or social scenes
- Creative and willing to think beyond simply reposting a flyer
- Reliable and able to follow through on commitments
- Excited about building something and watching a community grow

You do not need a massive social media following. We care more about your influence, personality, connections, creativity, and ability to actually move people than your follower count.

The Perks

- Complimentary admission to CHlvents events
 - Guest-list privileges
 - Access to select VIP experiences & private events
 - Tastemaker-only outings and gatherings
 - Partner perks
 - Networking opportunities with Dallas creatives, professionals, entrepreneurs, and hospitality partners
 - Exclusive brand merchandise
 - Opportunities to grow into larger roles within CHlvents
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Employment Type:

Contract (Per Event Basis)

Pay:

Event commission + performance-based bonuses

Schedule:

- Meeting once a week - Zoom or phone call
 - Availability required during event weeks and onsite event dates
 - (1) team outing a week to network / seek business prospects
 - Must be located in Dallas, Texas or the DFW area
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Ideal Candidate:

College students. Young professionals. Creatives. Hospitality professionals. Content creators. Social butterflies. Community connectors. Nightlife regulars. People new to Dallas who have quickly built a network. And anyone who genuinely enjoys bringing people together.

You don't have to be the loudest person in the room. You just need to be someone who can **help get the right people into it.**

Think you're a Tastemaker?

Send interest to: CHlvents.Events@gmail.com or DM on Instagram