



## **Instagram, TikTok, Google & AI Search Specialist (Restaurants)**

**Contract / Gig · Remote (Australia) · Flexible hours ( 100% Remote)**

DineLineAI is transforming how restaurants handle phone orders using advanced conversational AI that processes real-time menu logic, upsells, customisations, and deals.

We are looking for a highly experienced, meticulous, detail-driven Social Media Specialist to support restaurant industry engagement, product awareness and generate leads for our Sales Team,

**This role is perfect for someone who prefers flexible part-time work that can be done after hours from home, enjoys working methodically, and is curious about scaling and enterprise AI company.**

### **Join the AI Revolution in Hospitality**

DineLineAI is a new and exciting Australian technology company creating groundbreaking, AI-driven solutions. We are on a mission to redefine how restaurants manage phone orders, customer engagement, and operational workflows using the latest generation of artificial intelligence.

The restaurant industry is changing rapidly, and DineLineAI is at the forefront of that transformation. DineLine AI helps restaurants stop missing orders by using AI to answer calls, handle enquiries, and turn phone traffic into orders and bookings.

### **Your mission**

Make DineLine AI highly visible to restaurant operators where they already spend time - Instagram and TikTok - then convert that attention into conversations and demos, while strengthening discoverability on Google and AI search.

## **Key responsibilities**

### **1) Instagram + TikTok content engine (primary)**

- Own a weekly short-form plan built for Reels and TikTok (video-first).
- Create and/or direct content that speaks to operator pain points: missed calls, rush-hour chaos, staffing pressure, order accuracy, lost revenue, and upsells.
- Repurpose content into Stories, carousels, and native-feeling posts (not corporate ads).
- Maintain a repeatable system: hooks, scripts, filming prompts, captions, hashtag strategy, and a consistent brand voice.

### **2) Community + DMs -> demo bookings (primary)**

- Engage owners/managers in comments and DMs in a helpful, professional way (no spam).
- Qualify leads, answer questions, handle objections, and guide people to book a demo.
- Build quick-reply templates, FAQs, and simple objection-handling playbooks.

### **3) Google visibility + reputation (supporting)**

- Optimise Google Business Profile and key directories: categories, posts, photos, Q&A, services, and consistency.
- Run a review flywheel: review requests, follow-ups, and brand-safe review responses.
- Monitor sentiment and escalate issues when needed to protect brand trust.

### **4) AI search visibility (supporting but important)**

- Publish structured FAQs and explainers that match how operators ask questions in AI tools.
- Strengthen DineLine's 'entity signals' across web and profiles so we show up cleanly in AI answers.

### **5) Weekly reporting (simple and clear)**

- Provide a short weekly snapshot: what shipped, results (reach, engagement, conversations, demos), and next week's plan.

## **What we are looking for**

- Instagram expertise is essential (Reels, hooks, formats, trends, and how to drive action).
- Strong TikTok fluency and a test-and-iterate mindset.
- Strong LinkedIn experience
- Confidence starting conversations with business owners and moving them toward a demo.
- Strong copywriting - clear, punchy, operator-first messaging.
- Practical experience with Google Business Profile and reputation management basics.
- Reliable and self-managed: you can run your own weekly plan and deliver consistently.

## **Nice to have**

- Hospitality or restaurant marketing experience.
- Editing skills (CapCut, Premiere Pro, etc.).
- GA4 / Search Console familiarity.
- Paid growth experience (Meta and Google Search).

## **Contract terms**

- \$200 weekly retainer.
- \$50/hour for approved work beyond retainer scope.
- Remote and asynchronous - deliverables agreed weekly.
- Work is fully flexible and ideal alongside a full-time role.

## **How to apply**

Send:

- A short intro and your weekly capacity.
- Links or screenshots of your best Instagram/TikTok work (especially Reels).
- Any proof of results (growth, leads, engagement, conversions).

Apply via: [www.dinelineai.com/careers](http://www.dinelineai.com/careers)

Or email: [careers@dinelineai.com](mailto:careers@dinelineai.com)

DineLine AI is an equal opportunity workplace. We value practical outcomes, good judgement, and respectful communication.