

Nature's Bounty Farm

Job Title – Marketing Assistant

Wage – \$17 hourly (part-time, casual)

Hours and Duration – 30 hours per week, for 16 weeks (480 total hours)

Start Date – Immediately

Manager – Rob Alexander (General Farm Manager)

Overview

The role of the marketing assistant will be integral to meeting our business goals in 2021. As we continue to pursue growth and retention of our Pick-Your-Own apple customer base, it is crucial to strengthen our online presence and overall brand. The assistant will support the management team by developing marketing and branding assets including original photos and videos, help to create a plan for future marking efforts, write web and social media copy, manage online platforms, and plan and execute special events (if permitted by Covid-19 restrictions).

Main Duties

- Regular photography and videography of the farm throughout the growing season
- Create compelling digital content for use on website (blog), and social media
- Develop a marketing and communications plan, including updates to branding guidelines
- Ensure consistent communication across various platforms
- Online community management including responding to inquiries and comments
- Product photography and descriptions for online store
- Conducting pro-active media outreach and facilitating media requests
- Planning and execution of special events, if permitted by Covid-19 restrictions

The Ideal Candidate

- Is a self-starter who loves to take initiative, and can work independently or as part of a team
- Has a firm grasp of online communications and is familiar with all major social media platforms
- Is organized, detail oriented, a good time-manager, and strong communicator
- Has access to a phone, a computer, photo/video editing software, and a good quality camera
- Has experience with or training in photography, videography, copy writing, and event planning
- Is proficient with Microsoft Office suite and Adobe Design suite (or comparable alternatives)
- Has excellent written and verbal communication skills (English)
- Is able to commute to and from work independently, and also work remotely
- Enjoys working outdoors and in nature
- Has career interests in tourism, agri-businesses, marketing, media, or communications

Facilitating This Role

- The assistant will have some flexibility with their work schedule provided at least 30 hours of work are completed each week. The work day will generally start at 9 am. The assistant will work with the manager to create an agreed upon schedule. The role may be extended to the maximum of 16 weeks, or accelerated to a shorter time frame depending on the individual's needs and schedule
- The assistant may be asked to work remotely or onsite depending on the project, and must be flexible from day to day with the ability to spend at least one day per week at the farm
- The manager will work with the assistant to map out a plan for success in the role, taking into consideration the individual's education and career goals, past experience and future interests
- If the successful candidate does not have access to a computer, cell-phone, camera, high-speed internet or preferred software programs, Nature's Bounty will make every effort to provide the necessary tools
- This role has been made possible through the support of the Canada Summer Jobs program and is therefore subject to all rules and conditions contained in the agreement. Only students and youth between the ages of 15 and 30 years old are eligible. You must be legally able to work in Canada. International students are not eligible for this position.

How to Apply

- Please submit a resume and cover letter to info.naturesbounty@gmail.com and include your availability and preferred start and end date
- Be prepared to provide at least two references who can verify your experience