



Digital Marketing Content Creator

**It's simple, really;
connect your community
with all of the fresh, local
food options available to
them in the summer through
Lepp Farm Market.**

A passion for all things local paired with your humble and teachable attitude is what sets you up for success in this role. You have a genuine interest in fostering community, and cooking from scratch using simple ingredients. You thrive in a fast-paced work environment, and are perfectly content to bounce from task to task while reining in your focus when needed. Success means being available to your team to announce when new products come in, which is almost daily once the summer picks up.

The summer is the busiest time of the year for farmers, so it's no surprise that Lepp Farm Market is absolutely bustling as soon as the local crops start pouring in. Our community is looking for their favourite Okanagan fruits and Fraser Valley veggies to come into season and appreciate warning as their seasons finish, too.

Performance Expectations

Marketing for the Lepps means not only announcing these short windows of opportunity for ingredients, but also showcasing them in a way that inspires and excites our guests to enjoy them to their fullest potential. This is done through a combination of engaging photography, short video and written content which requires some research. Your task is to harness the power storytelling and social media, engage with the community and local influencers, assist in compiling our weekly e-newsletter, and generally support our online and in-store marketing efforts.



leppfarmmarket.com
604.851.5377

33955 Clayburn Rd.
Abbotsford, BC

Better when shared.



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Ready to create a culture of connection? We'd love to meet you!

**Bring your cover letter & resume to the market to apply,
or e-mail marketing@leppfarmmarket.com**

On your cover letter we want to see 2 - 3 food photos that you've taken of something you've eaten lately, and tell us what you loved about it! Did you cook it, did you buy it, would you recommend it? Tell us the story, we love details. If you've edited the photos, what photo-editing app have you used? Camera phone photos are perfectly acceptable.

Qualifications We're Looking For

- Must be currently enrolled in the Business Program, with a focus on Marketing preferred, or the Arts Communications program.
- Experience with Adobe Lightroom or Adobe Photoshop is an asset, but not required.
- Experience with iMovie and Hyperlapse are an asset, but not required.
- Experience with MailChimp, Wordpress and Hootsuite are an asset, but not required.



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