

# Marketing Assistant



## ROLE DESCRIPTION

The Marketing Assistant position at Lepp Farm Market is a creative collaborator, who can use their talent to generate excitement for local products and the Lepp's story. The Marketing Assistant is someone who is just as comfortable behind a camera or computer as they are interacting with team members and guests on the floor, capturing content for our social media channels. The Marketing Assistant demonstrates what it means to be fanatical about food for all of our guests, curating seasonally relevant and captivating content. As a part of the Lepp Farm Market family, the Marketing Assistant fully participates in living out our Core Values and furthering our LFM purpose.

### Lepp Farm Market Core Values:

- Win as a Team
- Work Passionately
- Respect for All
- Fanatical Daymakers

### Lepp Farm Market Purpose:

- To be the Best Place to Work and the Best Place to Shop.

## ROLE DUTIES AND RESPONSIBILITIES:

- Editing photos in Adobe Lightroom for both print and digital use
- Creating short-form video content for both Lepp Farm Market and Lepp's Bakehouse
- Editing videos in Adobe Premiere Pro for social media
- Scheduling weekly content for Instagram and Facebook for both Lepp Farm Market and Lepp's Bakehouse
- Keeping the Google My Business page up to date with products and events for both Lepp Farm Market and Lepp's Bakehouse
- Assisting with general office duties: responding to emails and social media communications, switching over in-store signage, entering data into online software system, and other light tasks as needed
- Assisting with general support of online and in-store marketing efforts, as directed by the Marketing Coordinator
- Assisting Marketing Coordinator at store-wide events by setting up with the team, capturing content, and tearing down with the team

## CERTIFICATIONS/QUALIFICATIONS:

- 1 year's experience in content creation/marketing or currently enrolled in a Marketing program preferred
- Proficiency with Adobe Lightroom, InDesign & Premiere Pro is an asset but not required
- Proficiency with WordPress is an asset but not required
- Must exhibit excellent customer service skills and clear communication

## WORKING CONDITIONS/REQUIREMENTS:

- All hours of employment are required to be onsite at Lepp Farm Market or Lepp's Bakehouse
- Availability to work event weekends required

## REPORTS TO:

Marketing Coordinator