



MARKETING ASSISTANT/ASSOCIATE

Rocket is seeking a marketing assistant/associate to assist the owner / sales & marketing manager with Rocket Bakery's sales and marketing efforts on behalf of each of its divisions: the Bakery, the Fresh Food Café, Rocket Coffee, Rocket Catering and the Rocket Room Event Space. If you're looking for a fun, team-driven environment where delivering quality products, great customer service and offering a warm, welcoming environment is paramount, then Rocket Bakery & Fresh Food may be just the place for you!

Key Responsibilities:

- Manage and expand on Rocket's current social media efforts including daily Mailchimp 'Rocket Blasts', three Facebook pages, Twitter, Instagram and daily website posting
- Develop new social media avenues for promoting Rocket including, potentially, a daily blog, Google+ business, Four Square & LinkedIn
- Provide regular status reports on social media streams
- Work with graphic designer to continue to develop and manage updates to the website including an e-commerce site
- Continue to develop a strategy and system for handling and processing donation requests
- Perform ongoing audits of all sponsorship / donations to ensure sponsorship elements
- Collaborate with Rocket's chef to coordinate signage and packaging for new products as they become available
- Communicate new products to all audiences including staff, retail customers and social media streams
- Coordinate the development, production, and distribution of promotional and collateral materials to support marketing and sales programs including flyers, in-store posters and signage for daily and seasonal requirements
- Ensure a consistent corporate image throughout product lines, promotional materials and events
- Represent Rocket at various events
- Coordinate delivery of new or re-ordered products to the bakery retail floor and merchandise those products daily
- Work with the sales and catering division to coordinate various events in the Rocket Room and Orbit Room including concerts, wedding receptions and meetings, to name a few, capitalize on promotional opportunities that arise from these events

- Work with the Sales and Marketing Manager and Event & Catering Sales Executive to manage all sponsorship programs that Rocket is involved with (Jazz Festival, Storytelling Festival, Women's Film Festival, etc.)
- **Jump in to assist with customers on the retail floor as part of the Rocket team when required which includes full Rocket service to guests in all divisions**
- Provide direct administrative and office management support to Sales and Marketing Manager as required
- This job description is not an exclusive or exhaustive list of all job functions that an employee in this position may be asked to perform from time to time.

Required Knowledge, Skill & Abilities:

- Superior social media and photography/video skills
- Superior time management skills, multitasking skills, and the ability to prioritize tasks with minimal supervision are essential
- Ability to work both independently and as part of a team is imperative
- Ability to take initiative when there's a job that needs doing is imperative
- Ability to think like an entrepreneur and recognize both the sales AND marketing opportunities that abound at Rocket daily and capitalize on those opportunities
- Strong command of Microsoft Office applications ... experience with graphic design programs would be an asset
- Strong interpersonal skills
- Team player and capable of thinking outside the box
- Detail-oriented and able to accurately proofread marketing materials
- Gather and analyze information skillfully
- Ability to make sound, timely, and accurate judgments while supporting reasoning for decisions
- Excellent writing skills including proper spelling, grammar, and punctuation
- Professional, responsible, and a positive work attitude
- Resourceful, flexible and well organized
- Strong verbal skills and the ability to communicate professionally

Benefits / Perks:

- Compensation: TBD based on experience
- Work with an amazing, talented, and dedicated team

Job Type: Full-time

Please submit your CV and cover letter, detailing what you feel you could bring to the Rocket team, to Sophie Blais, Operations Manager, at sophie@rocketfood.ca. Submission deadline: Tuesday, April 25.