

JOB POSTING



Position: Experience and Content Creator

Purpose & Scope

Reporting to the Director of Marketing and Communications and working very closely with the Peak of the Market Sales Team, the Experience and Content Creator will play an important role to tell Peak of the Market's story. The Experience and Content Creator will focus on creating unique storytelling opportunities through a variety of marketing, design, and social media functions to bring the Peak brand to life. A high degree of responsibility, strategy execution and professional conduct is required, as these opportunities may be confidential in nature.

Key Responsibilities:

- Be willing to collaborate across many departments including, but not limited to, Growers, Sales, Operations and Finance. Maintain a high degree of knowledge and connection to these same groups.
- Work with the Sales Team and the Director of Marketing & Communications on brand and packaging development which includes but is not limited to design, industry standards, innovation, and product commercialization. All processes must be followed through from start to finish.
- Create unique opportunities for creative applications at special events or tradeshow.
- Assist with designing and producing marketing materials for use by the Sales team including, but not limited to, product information materials, product design, presentation documents, sales pieces, newsletters, quarterly meetings, and digital sales elements.
- Maintain and update an inventory of photography, packaging, presentation, and marketing materials.
- Assist with the development, creation, posting and monitoring of social media posts, photos, and video applications throughout the year and across many promotional opportunities.
- The ability to respond promptly and tactfully when dealing with requests, comments and complaints through email, website, and social media.
- Ensure that product packaging development follows Canadian Food Inspection Agency and Food and Drug Administration regulations. Work to develop and maintain connections and relationships with these agencies.
- Knowledge, research, and exploration of industry trends is important to the success of this role.

Experience & Qualifications Required:

- Post-secondary education in Business, Marketing or Communications
- 2-3 years professional brand development, packaging design, marketing, and sales experience
- Experience with professional/corporate social media execution is required
- Knowledge and skills in packaging design and photography will be considered an asset
- Polished and professional business approach
- Ability to take initiative and work both in a team environment or independently, as needed.
- Strong oral and written communication skills
- Demonstrated computer proficiency – Microsoft Office suite, social media platforms and video applications.

Rate of Pay: Salary based on experience.

All interested individuals, please submit your resume to Jodi.Johnson@peakmarket.com by September 26, 2022.