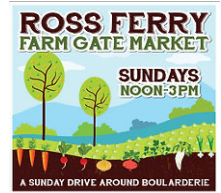


# Ross Ferry Farm Gate Market

## Marketing Assistant

Boulanderie Island, Cape Breton, Nova Scotia



### Key Interests

Farm to Consumer  
Agriculture/Farming  
Community Relations  
Photography  
Tourism

### About the Market

The goal of the market is twofold: to encourage the use and production of local food; and, to foster a spirit of community by providing an opportunity to bring people together for social interaction and community building. Many of our producers and makers live on the Kempt Head Road and their products are homegrown and homemade. The market is both a destination and an experience.

### Key Skills

Social Media  
Customer Service  
Marketing/Advertising  
Strong Computer Skills  
Graphic Design (Canva)

### Job Duties

The focus of the Marketing Assistant will be to promote the Ross Ferry Farm Gate Market and the Ross Ferry Marine Park.

**Social Media:** daily/weekly posts to Facebook/Instagram accounts; create promotional/advertising materials; assist with content for website.

**Public Relations:** Assist with creating/producing radio advertisements and press releases. Assist with creating/maintaining consumer engagement initiatives.

**Advertising:** Assist with creating and coordinating advertisements on various sites such as Facebook, local newsletters, local business etc.

**Sunday Market Days:** Visiting vendors; taking photos for social media posts; distributing marketing materials and assisting with consumer engagement initiatives.

**Misc Duties:** Other duties as directed by the Market Committee such as coordinate signage, errands, assisting/covering for Park Attendant at the Ross Ferry Marine Park.

**Competencies:** ability to work in a fast-paced environment; ability to take direction and work independently; have high attention to detail; be a team player; have excellent communications skills; be organized.

### Key Education

Marketing  
Advertising  
E-Commerce  
Travel & Tourism  
Business Management  
Hospitality

### Work Schedule

June 28<sup>th</sup> – August 23<sup>rd</sup>, 2024. Wednesday to Sunday (Monday & Tuesday off). Flexible work hours. Can work from home periodically. Wednesday's, Thursday's & Sunday's are required to be onsite.

To Apply: Email your resume to [rossferrymarket@gmail.com](mailto:rossferrymarket@gmail.com) or call 902-702-8711