

Job Description

Job Title:	Marketing and Customer Service Assistant
Department:	Food Services
Reports To:	Marketing and Communications Coordinator
Jobs Reporting:	None
Salary Grade:	USG 4
Effective Date:	February 2021

Primary Purpose

The incumbent is responsible for providing assistance in all aspects of the marketing, promotion, and events efforts of the UW Food Services team.

Key Accountabilities

Events

- Organize and coordinate UW Farm Market including attending auctions to purchase products, venue set up, pricing, and recruitment and management of UW Farm Market volunteers
- Assist with creating of marketing materials, purchasing of supplies, distribution and tracking of prizes, photography, and coordination of activities for events hosted by Residences, Cash Operations, and/or staff events
- Assist with preparation of promotional booths for March Open House, Campus Day, You@Waterloo, etc., and be a presence at the booth during events to promote UWFS and respond to inquiries
- Assist with any other department event needs

Marketing

- Create, design, and update promotional content for UW Food Service's digital screens
- Create and manage digital menus (rotational and static) for UW Food Service locations
- Oversee and develop strategies for social media campaigns, posts, contests and promotions
- Create and distribute all print and digital promotions for theme events
- Face-to-face promotion of UW Food Services events with students to encourage engagement and participation
- Design, create, and print menus for University Club
- Assist with the creation of menu boards for all units
- Create and update content related to events on the UW Food Services' website
- Assist with the updating of department signage when necessary (ex. Price changes, new promotions, etc.)
- Assist the Marketing and Communications Coordinator with other marketing tasks as needed

Customer Service

- First point of contact for UWFS general email inquiries and complaints
- Provide guidance and support to managers, chefs, and registered dietitian for customer service inquiries
- Meet with students who have questions and/or feedback for UWFS to alleviate any concerns and educate individuals about UWFS products and initiatives

Administration

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- Participate in and provide administrative support for various UW Food Services related Committees as required (create agendas, take minutes, etc.)
- Design and preparation of product and pricing labels
- Update monthly digital and print materials for all unit's hours of operation
- Post weekly menu content on UWFS website
- Order business cards and name tags for staff
- Source and purchase marketing materials (ex. Decorations for events, department SWAG, etc.)
- Update nutritional information on web and print pieces as needed
- Overseeing the storage and maintenance of department special event inventory (ex. Decorations, equipment, department SWAG, etc.)
- With oversight from the Marketing and Communications Coordinator
 - participates in the recruitment and selection of a Marketing Co-op student,
 - monitors the co-op student's daily workflow and delegating tasks as needed, and provides guidance and direction when appropriate
 - completes work term evaluation report for the Co-op student, involving the creation of thoughtful performance feedback and recommendation of areas for improvement if appropriate
- Other duties assigned by the Marketing and Communications Coordinator

**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

Required Qualifications

Education

- Post-secondary degree or certificate in Marketing, Communications or related field is preferred or equivalent education and/or experience.

Experience

- Experience in marketing, promotion, and events coordination is required
- Minimum 2 years' experience in a customer service environment is required
- Previous experience in administrative environment is an asset
- Must hold a valid Class G driver's license

Knowledge/Skills/Abilities

- Proficient with Microsoft Word, Excel, and Presentation software
- Proficient with using design software including Adobe Illustrator, Corel Draw

Nature and Scope

- **Contacts:** Interacts frequently with UWFS management team to provide marketing and events support. Generates engagement and interest in UWFS' products, events and initiatives through regular contact with students and staff within the UW community. With oversight from the Marketing and Communications Coordinator, liaises with external suppliers, vendors and other members of the Food Services professional network.
- **Level of Responsibility:** Assists with the coordination of a specialized function within the department and performs tasks within that area of responsibility to support operations.

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- **Decision-Making Authority:** Assists with frequent and timely decisions on the basis of specific guidelines and directives. Requires flexibility in decision-making, responding to changing priorities and competing demands.
- **Physical and Sensory Demands:** Minimal physical demands, primarily operating within an office environment. Occasional lifting and carrying of marketing and events materials up to 50lbs.
- **Working Environment:** Primarily office-based setting, works core hours Monday to Friday, visiting UW Food Services units and functions as needed. Occasionally required to maintain a flexible work schedule to facilitate daily operations and UWFS events, which may include work rotation through day, evening and weekends.