

# Marketing Assistant

## Job Description

**Title:** Marketing Assistant

**Reports to:** President

**Primary Location:** Support Team Office

**Job purpose:** The Marketing Assistant is a key link in implementing marketing strategies across the company, by providing materials, technology support, and logistics coordination, etc. on deadline. This position does not involve creative design responsibilities or creation of marketing strategies—these will be handled by an outside Marketing Firm.

**Applicants:** The best candidates are detail-oriented, highly organized, deadline-focused and problem solvers. They value precision, clear and direct communications and getting things done.

**Required Technical Skills:** The Marketing Assistant should have advanced proficiency in Microsoft Word, Outlook and Excel. Knowing some basic graphic design software such as Publisher, Quark or Photoshop is a plus, but not required. This position does not require graphic design skills.

### Branded Visual Materials Logistics

Oversee the entire process of producing, installing and distributing materials. Currently there are some 70+ individual items used in any on Finale location, including menus, artwork, menu boards, etc. Responsibilities include coordination with: Off-set printers, Digital printers, Photocopiers, Vinyl cut graphics sign makers, Graphic designers, etc. Conduct a semi-annual in-store review of materials. Reorder and replace worn, old or faded pieces.

### Photography

Schedule photo shoots of locations, desserts and Finale personnel as requested by Marketing Firm. Maintain archive of photography.

### Sweet Rewards Loyalty Program

Oversee program implementation and technology:

- Order new cards annually. Design is developed by Marketing Firm.
- Print and distribute Sweet Rewards flyers.
- Send email for semi-annual promotion for Sweet Rewards freebies.
- Send email for annual anniversary invitation.

### New Menu Items and Seasonal Marketing

Produce and distribute materials (signage, website and collateral) for Valentine's Day, the Holiday season and other special menus.

### Internet: Free Listings (Web, Guide Books, Magazines)

Review all relevant listings on websites, in guide books and in magazines for Finale—to ensure thorough and accurate information. Correct information. Add new locations. Change photography when possible.

### Internet: Blogs, Commentary and Customer Feedback

It is a goal to better monitor the top 5 restaurant/food websites for destructive comments about Finale in the future. The goal would be to mitigate or mend any damage. Yelp, Chowhound and Citysearch are examples.

### Finale Webmaster

Maintain all web needs, including, but not limited to the following, based on requests by the Marketing Firm:

- Treats & Feats on home page

- News alert on home page
- Locations: special hours for opening
- Finale Faces, new guest photos on the website
- Menus, new and holiday changes
- Reviews & Articles, add new items
- Awards, add new awards
- Jobs, update and maintain
- Press Releases, add new items
- Events, add new items
- Online Store, add new item

### **Quarterly Surveys**

- Print and distribute survey forms.
- Coordinate data entry through Boston University Quickie Jobs
- Tally survey data and distribute.

### **Award Marketing**

Administer award marketing initiatives, which are almost wholly email campaigns or website based. Keep on top of upcoming contests, which change year to year. Update Finale website Awards page. Top on the list are:

- |                        |                                   |
|------------------------|-----------------------------------|
| ▪ AOL Digital City     | ▪ Improper Bostonian Best Dessert |
| ▪ Yahoo!               | ▪ Citysearch                      |
| ▪ Boston Choice Awards | ▪ CBS4 A-List                     |
| ▪ Phoenix Best Dessert | ▪ Boston Magazine                 |
| ▪ Zagat Ratings        |                                   |

### **New Store Openings**

- Coordinate all branded visual and printed materials, including store signage, menus, etc.

### **Press Clipping Archive**

For the purposes of displaying articles and maintaining our archive, the Marketing Assistant will do the following.

- Collect all articles that mention Finale.
- Coordinate high resolution scans 1 or 2 times per year.
- Maintain press clip archive and backup copies.
- Provide electronic files to graphic designers when necessary.

### **Event Marketing**

Finale participates in a number of off-site events designed to build the Finale brand. Coordination and attendance at multiple events will be expected. Specific responsibilities include:

- Maintain equipment, materials and collateral for events.
- Order food for events in a timely manner, based on the size of the event.
- Coordinate event attendance.

To apply, please send a cover letter and resume to Paul Conforti, President & Co-founder, at [paul@finaledesserts.com](mailto:paul@finaledesserts.com).