



2931 19<sup>th</sup> Avenue, Markham, On, L6C 1L7, 905-887-8954  
Wethefresh.ca

## **Job Description: Online Marketing Assistant**

### **About Top Tomato Foods**

Top Tomato Foods is one of Ontario's largest growers, packagers and distributors of Ontario's best quality produce. Family owned and operated, Top Tomato Foods carries the same traditional values its founders started with over 50 years ago. Our core produce line includes cauliflower, cabbage and broccoli. Additionally, we also grow many other fruits and vegetables which are sold through our 19th Avenue Farmers Market.

### **Summary of Job Description**

The primary responsibility of this job will be in supporting the organizations marketing (social media, website maintenance, promotions, etc) This will include managing and developing certain elements and tactics with relation to the short term and long term strategy for both the website and social media platforms.

### **Primary Responsibilities**

1. Developing social media and web content
2. Photo and Video Editing
3. Managing all social media platforms (YouTube, Instagram, Facebook, Twitter, etc)
4. Updating Website and ecommerce
5. SEO
6. Promotion management
7. Identifying messages that require a response and messaging accordingly
8. Assisting with online ordering and updating if required
9. Understand graphic design
10. Provide analytic reporting

### **Knowledge and Skill Requirements**

1. Strong video and photo editing skills
2. Strong communication skills both verbal and written
3. Wordpress experience
4. Graphic Design experience an asset
5. Self-Motivator
6. Accountable
7. Knowledgeable on all social media platforms
8. Familiar with privacy laws, email address set up, etc..
9. Access to camera, software and computer an asset
10. Ecommerce experience an asset

### **Terms**

- Remote and In office work
- Approximately 15-20+ hours a week
- \$15.50 hour
- Seasonal Job with the potential for extension

### **Contact Details**

If interested in the role, please send your resume to [tff.hiring@gmail.com](mailto:tff.hiring@gmail.com)  
Please note only individuals who will be selected for an interview will be contacted. Thank you.