

Mandarin Restaurant, headquartered in Brampton, Ontario, is a legendary franchise chain proudly serving for 45 years. We celebrate life's special moments and everyday wins with everyone. We do this with high quality food, a warm atmosphere and friendly service for our customers. The chain is comprised of 30 licensed restaurants across Ontario. Each restaurant creates award-winning Canadian and Chinese favourites with every Dine-In, Take-Out and Delivery experience.

The Head Office is currently looking to hire a **Marketing Coordinator/Marketing Assistant** (dependent on the successful candidate's level of experience and their qualifications) for a Maternity Leave Contract period (March 2024 - June 2025). We are seeking a passionate and results-driven individual to join our team.

## **SCOPE**

Reporting to the Director of Marketing, the successful candidate will be responsible for coordinating and executing a broad range of strategic and tactical marketing tasks and projects for the business, including the development of new brands and foodservice concepts.

## **RESPONSIBILITIES**

- Assist in planning and managing the production of marketing materials and campaigns including scheduling, routing for editing and proofing, routing for design, routing for posting, and promoting content
- Write marketing content and provide input into marketing materials such as advertisements, flyers, menus, in-store signage, surveys, press releases, and other publications as necessary
- Contribute to the planning and execution of our online marketing strategy including website, online advertisements, online review websites, and social media
- Liaise with vendors and restaurant locations to create effective marketing materials
- Prepare and analyze various marketing reports to measure campaign effectiveness
- Provide support for a variety of marketing projects including gathering, researching and analyzing information
- Assist with handling of customer service matters if required
- Assist with planning and executing events if required
- Other responsibilities as required and requested by the Marketing department

## **QUALIFICATIONS**

- Post-secondary degree, preferably in Marketing or Business
- Excellent written and verbal communication skills
- Excellent organizational and time-management skills, with the ability to prioritize and handle multiple tasks and deadlines
- Strong attention to detail
- Proficient with MS Office (Word, Excel, PowerPoint, Outlook)
- Experience with graphic design software (e.g. Adobe Photoshop, Adobe Illustrator) is an asset

Mandarin Restaurant is an equal opportunity employer offering a competitive salary and benefits package. We welcome and encourage applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

We sincerely thank all candidates who have applied, however, only those selected for an interview will be contacted.