



## Field Marketing Coordinator & Brand Ambassador

Join the Deli Patrol, heroically saving mouths and taste buds for deli-fans in New England and beyond. It's a tough job, but you're up to the challenge. After all – what are you...chopped liver?

If you're passionate about food, love a great sandwich, have New York attitude in spades, and resent the drek that's been foisted upon us at deli-counters in recent years... If you have what it takes to be a food evangelist, working enthusiastically and creatively every day to bring fun and excitement to a long-abused category, to restore the dignity and grandeur of American deli – then we want to talk to you.

More than half of all customers in upscale food stores choose not to shop the deli department. They want the convenience deli offers – but they've become dissatisfied with the quality that's long been the rule in the category.

We've got the products to satisfy these demanding folks, and we're gaining customers. But still, it's not easy. Frankly, at this point, the public just doesn't expect much of prepared food products – especially deli products. If you've got something truly great, and we do, one taste is often all it takes to wake people up to what they've been missing. But our task is to change people's attitudes and habits, and that's never easy. In Europe, even today, people revere charcuterie. In the early days of NY deli, these prepared foods were closer to their European roots - true artisan products made with love and pride. And we're bringing it all back. So we want more than tasters. We want converts, and we want to permanently raise the bar for our retailers and our customers.

So how do you get through to people? Really shake things up? Every day? At every store we sell in? We're not just looking for someone to demonstrate our products – we're looking for a partner in developing the most exciting, and continuously innovative field marketing campaign ever seen.

*And now to the meat of the matter...*

### MEAT

- **Creative, enthusiastic, outgoing.** A flare for drama, a natural raconteur.
- **Smart** – Able to spot and solve problems creatively and independently.
- **Sales driven** – Skilled at closing the deal, driving re-orders with existing retailers and happily sending retail customers home with plenty of meat at demos.
- **Disciplined** – Capable of working off premises with minimal supervision.



- **Travel** – Valid license to drive in MA, and able to travel frequently to Boston, Westford, Providence, Marblehead, and southern New Hampshire. Able to travel out of state for food shows at least three times a year.
- **Strength and stamina** – Able to set up for demos, including moving large folding tables, carrying up to 30 lbs of equipment, and standing for up to six hours while engaging with customers and moving quickly and efficiently throughout the site. Able to work at computer for several hours at a time.
- **Flexible schedule** – Able to work full-time, including some Saturdays and/or Sundays up to twice a month.
- **Food preparation** – Able to prepare and present food samples according to our specifications.
- **Proficient computer skills**, especially word processor and spreadsheet applications – Illustrator a plus.

#### **BREAD**

- Comfortable in front of the camera.
- Serv Safe certified, or willing to obtain this certification. Training will be provided to qualified candidates.

#### **PICKLE**

- Passionate about New York foods.
- Connected to New York in a special way.
- Engaged in social media, including Twitter and Facebook, and comfortable with blogging.

#### **HOW TO APPLY**

Please send a letter of enthusiasm and interest, along with your resume, to [dan@MoreFlavorPerPound.com](mailto:dan@MoreFlavorPerPound.com) and [jt@MoreFlavorPerPound.com](mailto:jt@MoreFlavorPerPound.com).

#### **COMPENSATION**

Up to \$30,000 per year, plus health insurance.