



8/3/10 Job Opportunity Posting

Field Marketing Coordinator

Join the Deli Patrol, heroically saving mouths and taste buds for deli fans in New England and beyond. This is a great opportunity for a creative and energetic early-career businessperson with the drive to make a difference right now and to grow with a young company on a mission. We're bringing the world's best deli products to legions of authentic-deli deprived shoppers everywhere, and we need your help. We're looking for a hard-working and creative self-starter - Someone who can take responsibility for every aspect of our field marketing efforts.

Social media? Crowd-sourcing? Graphics, POS, Demonstration crews, in-store demos, tie-ins with events, brand ambassadors, and more? Your department – Find the right resources and get it done. How about arranging for (or maybe buying and staffing) a mobile kitchen truck to take the deli-gospel on the road. You're going to figure out what needs doing and make it happen.

We're serious – we're looking for someone who takes charge and makes things happen. We've got the products, the right brand and creative assets, and the distribution – Now your job is to make some serious noise and help us spread the word in every way that makes sense (and maybe a few that don't). As we grow, we hope you'll go on to hire and direct full-time subordinates. This is, by design and intent, not just a job, but a career opportunity - an opportunity to grow into a Director of Field marketing position with a growing brand that's going to be noticed.

You will need a (maybe recent) business degree from a good school, to be creative, enthusiastic, outgoing, maybe a bit dramatic, smart, sales-driven, disciplined, and have charisma and passion for great food. You'll need to be able to travel regionally; safely and legally drive; be okay with flexible schedules that will sometimes require evening or weekend work, and have the strength and stamina to deal with demos, trade-shows, events and the like. The show must go on – and you've got to have the energy to make sure it does, to sometimes be the show, and at other times to lead and inspire your crews to great heights.

Oh yes, and even though there are millions of young people out there with degrees and not so many jobs around, we'll pay you more than a little (really), and with benefits too. But then, if you're who we're looking for, you'll be well worth it.

Check us out at www.MoreFlavorPerPound.com to learn more and get hungry.