



MARKETING/OPERATIONS ASSISTANT

Location: Toronto

Employee Type: Full-Time Employee

Business Unit: Any MTY Banner

Contact: info@mtygroup.com

Description

MTY Group is a dynamic and rapidly expanding company. With 25 banners and over 1,500 units under management, we are seeking highly driven and motivated individuals who have a passion for the restaurant business and interested to learn and grow with MTY Group. Please indicate if you have a specific experience or interest in one of our banners. Applicants will be considered based on availability of a position in any particular banner.

The Marketing/Operations Assistant will be responsible for:

- Assisting the Marketing Director in all marketing activities related to the banners.
- Participate in market research and analysis, product development and management.
- Assist in product launch activities including developing marketing campaigns, defining target demographics and creating proper messaging to franchisees.
- Aide in the development of operations training materials.
- Responsible for compiling data for analysis of product purchasing compliance.
- Work cross-functionally with the operations team to ensure marketing initiatives are communicated accordingly.
- Must be proactive and show strong leadership skills in providing ideas towards marketing and operations.

Requirements

- Bachelor degree (or 4 year degree program)
- 1-2 years experience in marketing/advertising. Experience in quick-service or restaurant industry related to marketing and/or operations is preferred.
- Well developed interpersonal, organizational, analytical and problem solving skills.
- Strong computer, verbal and written skills is a must.
- Proficient in Microsoft Word, Excel, PowerPoint and Outlook is a must.
- Ability to travel locally.