

2021 Halifax Burger Week

Burger Squad Job Description

POSITION TITLE:

Burger Squad Member

REPORTS TO:

The Burger Squad will report to the 2021 Halifax Burger Week Project Manager.

ABOUT HALIFAX BURGER WEEK:

Halifax Burger Week is an annual city-wide fundraiser in support of Feed Nova Scotia, put on by The Coast. Since 2013, Burger Week has raised over \$560k for Feed Nova Scotia—the largest fundraiser for the organization outside of their own initiatives. Creative burger offerings have a set price of \$7, or a higher price with the restaurant making a donation to Feed Nova Scotia from every burger sold. The Burger Week listings guide patrons all over the city to new restaurants or old favourites alike, all in the name of burgers!

This year's Halifax Burger Week is from Thursday, May 13 to Saturday, May 22.

JOB OVERVIEW:

The Coast is seeking brand ambassadors for our Burger Squad to promote 2021 Halifax Burger Week.

There are four different types of Burger Squad shifts, including:

1. SOCIAL MEDIA
2. BURGER HYPE
3. DISTRO

1. SOCIAL MEDIA SQUAD (CREATING AND POSTING INSTAGRAM STORIES AT RESTAURANTS):

During #HFXBurgerWeek, the social media squad will take over The Coast's Instagram account (@thecoasthalifax), creating and posting content (sharing an Instagram story at each of the 5-6 restaurants visited per shift). There will be lunch and dinner shifts each day from May 13 to 22, ranging from two to four hours per shift.

The purpose of the social media squad is to ensure that The Coast is able to share an image of every single participating restaurant as a story, promoting all locations within the ten days of Burger Week from May 13 to 22.

2. BURGER HYPE SQUAD (INFLATABLE BIG BURGER ACTIVATIONS):

We have a 15-foot inflatable #BigBurger that we'll move to a new location around HRM during Burger Week. At the Big Burger, the squad members will give away swag and free burger coupons as well as creating hype about Burger Week! Also at the Big Burger, Feed Nova Scotia volunteers will collect donations and the Jack 92.9 FM street squad will do live cut-ins on-air. The Big Burger will be at one location for 5 days of burger week. (schedule TBD). There will be one shifts per day at each location from May 13 to 22, ranging from four - five hours in length per shift.

The purpose of this shift is to encourage people passing by to take a photo posing with the Big Burger and post it to their social media channels with the hashtag #HFXBurgerWeek for a chance to win a prize, as well as to capture content and hand out Burger Week swag.

3. DISTRO SQUAD (PACKING AND DELIVERING MARKETING BOXES):

We are looking for a distribution team with access to transportation that can help us pack and deliver marketing boxes to each restaurant prior to the big event. These shifts are scheduled for before Burger Week for two to three hours in length (May 4 & 5 for packing boxes at The Coast, and May 6 & 7 for delivering boxes). We will provide you with a list of restaurants to go to and the instructions on what you are dropping off at the beginning of your shift.

The purpose of this shift is to get the restaurants what they need to be successful during Halifax Burger Week, and welcome them to the start of burger week!

Note: Burger Squad members should be available for at least 4 shifts.

QUALIFICATIONS

The ideal candidate should:

- Be outgoing
- Be social media savvy
- Understand how to create a quality on-brand Instagram story
- Be able to see and capture moments
- Have attention to detail
- Be comfortable speaking to the public
- Have experience working as a brand ambassador, or be willing to learn!

PAY

\$14 per hour.

SQUAD TRAINING:

We will host a 1.5 hour paid Burger Squad training session on zoom, **May 3rd** where we will be giving a presentation on all things #BurgerSquad, how to be the best representative of The Coast and Burger Week and make sure you are versed in all the details of burger week.

Please send resumes to events@thecoast.ca to Haley Clarke by April 30th 11:59pm.

Have some super food shoots on your Instagram? Feel free to include your social media handles as well!