

# Activity #1 - Dissecting the Job Posting

## Example #1

**Position:** Coordinator, Marketing & Communications

**Company:** Greg's Cookie Shop

**Job details:** We're looking for a creative and enthusiastic marketing professional to join our fast-paced team on our mission to put a smile on every face and a cookie in every hand. Must be self-motivated with a team-first attitude willing to go the extra mile. Market research and cookie industry experience are a plus.

**Position duties:**

- Develop brand strategy for Greg's Cookie Shop
- Design business-enhancing digital marketing campaigns
- Create and curate engaging social media content
- Assess effectiveness of marketing efforts
- Evaluate cookie taste and texture

Job Duties and Skills	Work Behaviours

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## Example #2

**Position:** Mixing Technician

**Company:** Greg's Chocolate Milk Factory

**Company Values:** Safety, Speed, "Chocolatey-ness"

**Job details:** In seek of experienced factory technician preferably with formal training in the field of chocolate milk. Must be an adept on-the-fly problem solver and capable of leading a large team.

Experience with large mixing machinery is required and working knowledge of the CM Mixer 5000 is considered an asset.

**Position duties:**

- Operate 3 large scale CM Mixer 5000 units on daily basis
- Oversee team of 35 assistant mixologists to ensure highest care of ingredient preparation
- Report on chocolate milk generation statistics directly to senior management
- Frequent taste-testing of chocolate milk

Job Duties and Skills	Work Behaviours