



MARKETING & COMMUNICATIONS ASSISTANT – Contract Student Position May 1, 2023 – September 1, 2023

Are you looking for meaningful summer job experience with a dynamic organization that impacts the lives of children living with chronic hunger from severe food insecure homes in the Waterloo Region?

Are you pursuing a career in communications, marketing or public relations?

If you answer yes to any of the foregoing, Food4Kids Waterloo Region may have the summer job for you!

Reporting to the Executive Director, the Marketing and Communications Assistant will help develop and implement successful internal and external marketing and communications strategies and plans across all channels to strengthen and build Food4Kids Waterloo Region's brand awareness and market position, amplify our impact through storytelling, and increase engagement with Food4Kids Waterloo Region initiatives and education resources.

RESPONSIBILITIES

Marketing & Communications

- Coordinate and execute e-mail campaigns, meeting deadlines, following timelines, and ensuring uniformity of content/messaging.
- Help develop marketing collateral for association programs and membership that aligns with association brand standards (i.e., promotional flyers, programs, etc.)
- Review and ensure the quality of marketing distribution lists, create lists as needed
- Design and edit graphics for print or web as needed
- Write blog posts, social media posts, articles, and marketing and collateral
- Create e-mails, digital links, and landing and splash pages to assist in direct marketing efforts
- Writes and edits member newsletters, emails, and other communications as assigned
- Tracks and reports email analytics
- Maintain compliance with all anti-spam laws
- Coordinate the production of video content for the Food4Kids Waterloo Region website and YouTube channel

Website Management

- Work with staff and subject matter experts to develop relevant, meaningful content and maintain content strategy and web standards
- Work with staff and web vendors to continuously improve the usability, design and content of the website
- Monitor and report regularly on website analytics and take corrective action when needed

Social Media

- Coordinate and execute social media campaigns and ensure alignment with the overall marketing campaign and association mission
- Assist social media editorial calendar and post valuable, shareable content regularly, ensuring the association is positioned as an industry leader online
- Monitors and reports on social media outreach, including weekly and monthly reporting

QUALIFICATIONS

- Pursuing or having post-secondary education in communications, marketing, public relations, journalism or related disciplines preferred
- Experience in marketing, communications or public relations
- Strong interpersonal skills and excellent customer service required
- Excellent writing and proofreading skills with an emphasis on writing for the web and social media
- Knowledge of Food4Kids Waterloo Region and willingness to learn
- Excellent communication, time management, and organization skills
- Commitment to food security, social justice and knowledge of social services and community resources
- Advanced computer skills, including database management, Microsoft Office 365, Excel, and Google docs
- Ability to manage multiple projects and meet deadlines on time and strong attention to detail
- Familiarity or experience working with Adobe InDesign suite of programs and video editing skills to create compelling digital and video assets
- Ability to speak multiple languages is an asset, specifically in Arabic
- Familiarity with Google Analytics, SEO, SEM best practices
- Knowledge and experience with marketing and communications software tools such as WordPress CMS, Google Analytics, Hootsuite, MailChimp

WORKING CONDITIONS

- Ability to work autonomously and as part of a team
- On-site office with a flexible work week of 35 hours Mon-Fri. Occasional evening and weekend work is required for attendance at meetings and special events
- Flexible, versatile, and able to adapt to a changing work environment
- Interacts with employees, volunteers, external stakeholders and management with dignity, respect, and professionalism
- This is a full-time contract position for 16 weeks, starting as early as May 1, 2023. Compensation is \$15.55 per hour.

Application

To apply, please email us your cover letter and resume to lorridetta@food4kidswr.ca. No phone calls, please. Please include in your cover letter a description of why you're the right fit for this position

Applications will be accepted until April 1, 2023

As part of Food4Kids Waterloo Region's commitment to racial justice, reconciliation, and inclusion, we encourage applications from members of Black, Indigenous, and racialized communities; Two-Spirit, non-binary, trans, lesbian, gay, bisexual, and queer people; people with disabilities; and members of other equity-seeking groups. Accommodations are available on request for people with disabilities who are selected for an interview and for all aspects of the selection process.

IMPORTANT – PLEASE READ

This is a Canada Summer Jobs position and therefore the candidate must:

- be between 15 and 30 years of age at the start of the employment*, and
- be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment**; and, have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

**The youth must be 15 years of age at the beginning of the employment period. The youth may be more than 30 years of age at the end of the employment period as long as the youth was 30 at the beginning of the employment period.*

***International students are not eligible participants. International students include anyone who is temporarily in Canada for studies and who is not a Canadian citizen, permanent resident, or person who has been granted refugee status in Canada. Youth awaiting a refugee status ruling, as well as those who hold a temporary visitor visa, youth visa or work visa are ineligible. As the objective of the Canada Summer Jobs program is to support youth entering the Canadian labour market, the temporary nature of an international student's time in Canada does not allow for a long-term connection to the labour market.*

Please note that “as in 2019, funded employers are no longer restricted to hiring students: all youth aged 15 to 30 years may be eligible participants.”