



MARKETING ASSISTANT

SUMMER STUDENT—\$17.00 PER HOUR, 8 WEEKS, 30 HOURS PER WEEK

Under the direction of the Marketing Manager and working with the Marketing team collaboratively, the Marketing Assistant provides day-to-day support for a broad spectrum of Marketing and Communication activities. This is an internal customer focused role providing expertise and timely fulfillment of tasks relating to supporting our various business

ESSENTIAL DUTIES AND RESPONSIBILITIES

Under the direction of the Marketing Manager, the Marketing Intern duties will include, but are not limited to:

- Undertaking daily administrative tasks to ensure the functionality and coordination of the department activities
- Support the Marketing Manager in organizing various projects
- Conduct market research and analyzing consumer rating reports/questionnaires
- Employ marketing analytics techniques to gather important data (social media, web analytics, rankings etc.
- Compose and promote online content on the company's website and social media accounts
- Assist in the organizing of promotional events or digital campaigns and attend them to facilitate their success.
- Support the creation and distribution of marketing collateral
- Prepare and deliver promotional presentations and advertisements
- Communicate directly with clients and encourage trusting relationships

EXPERIENCE & QUALIFICATIONS

- Current enrollment in a Marketing and Communications designated program or recognized institution.
- Good understanding of office management and marketing principles
- Well organized with a customer-oriented approach
- Proficiency with Microsoft Office Suite, marketing computer software and online applications
- Excellent communication skills, both written and verbal
- Exceptional Interpersonal skills and a proven team player
- The ability to work on multiple projects with high attention to detail in a deadline-oriented work environment
- Experience in Hootsuite, Adobe Creative Suite (Photoshop, Illustrator and InDesign) is desired
- Experience Marketing Events will be considered an asset

AFFILIATIONS

Westerner Employees Association– Exempt

TO APPLY

Please email your Cover Letter and Resume, to Human Resources with your name and the name of the position you are applying for **in the subject line** to HR@westernerpark.ca

This job description is not intended to be all inclusive. Personnel may perform other related duties as requested to meet the ongoing needs of the organization.