



JOB POSTING

Marketing Assistant (Summer Jobs)

Mothercraft Ottawa is a non-profit multifaceted family support agency offering a wide array of programs for families from pregnancy to school age.

Job Summary

The Marketing Assistant, under the direction of the Executive Director, will assist in developing marketing, educational and community-engagement materials that effectively promote Mothercraft programs. S/he will work as part of a team to design and create materials for sharing through traditional and novel means.

Start Date

As early as April 23, 2019, depending on funding

This position is conditional on successful funding from the Canada Summer Jobs program. Dependent on funding, the position will be for 30-40h/week for 6-16 weeks in total. Interested candidates are asked to apply by April 5, 2019, with interviews to be scheduled thereafter. No official job offer can be made until the Canada Summer Jobs funding has been announced.

ONLY APPLY IF you were a full-time student in 2019 and are returning to full-time studies in the fall of 2019. You must also be between the age of 15-30.

Competencies

- Strong organizational, interpersonal and communication skills
- Problem solver and proactive thinker
- Effective time-manager and multi-tasker
- Ability to work both independently and in a team environment

Job Duties

- Assists in the planning, strategy, development and execution of marketing initiatives to grow our brand
- Assists in the creation and design of marketing collateral and branded promotional material
- Stays up to date on new trends in social media and content marketing providing ongoing recommendations for new social initiatives and tactics.
- Reviews and updates current website content for accuracy and completeness
- Assists with implementation of internal communication methods and strategies
- Prepares, reviews, and/or edit various forms of correspondence
- Functions effectively as a team member
- Demonstrates flexibility and openness to change
- Demonstrates effective problem solving skills

- Maintains a professional appearance, demeanour, and attitude at all times
- Maintains a high level of confidentiality in all interactions
- Protects the health and safety of others by adopting safe work practices and reporting unsafe conditions immediately
- Performs other reasonable duties that may be assigned

Qualifications

- Must be enrolled in post-secondary studies, preferably in a program related to marketing, media or graphic design
- Proficient in Microsoft Office programs (including Word, Excel, and PowerPoint)
- Sound knowledge on the latest trends on social media (Instagram, Facebook, Twitter, Snapchat, etc.)
- Strong written and verbal communication skills with the ability to write in both marketing and journalistic style.
- Valid Standard first aid and CPR level C certification, including infant and child
- Satisfactory vulnerable sector police check
- Demonstrated time management skills
- High level of integrity and work ethic
- Must meet the Canada Summer Jobs requirements of:
 - Was a full-time student in the previous academic year
 - Returning to full-time studies in the fall session
 - Be between the age of 15-30 years

Salary

Salary: 15.25/ hour

**If interested, please submit cover letter and resumé by
3:00 pm on Friday, April 5, 2019 to
tracy_lynn.mallett@mothercraft.com
Please put the full job title in the subject line of your email.**

Please note that while we appreciate your interest in the position, only applicants who are short listed for an interview will be contacted.

Mothercraft Ottawa is committed to providing a barrier-free work environment in concert with the Accessibility for Ontarians with Disabilities Act and the Ontario Human Rights Code. As such, Mothercraft Ottawa will make accommodations available to applicants with disabilities upon request during the recruitment process.

Mothercraft Ottawa strives to ensure that its employment practices are free from direct and indirect discrimination and is committed to upholding the human rights of those participating in the hiring process. In pursuit of this commitment, Mothercraft Ottawa will not condone or tolerate any acts of discrimination or harassment under any of the grounds protected under human rights legislation. This commitment extends to the hiring process and throughout the course of employment.