



# Marketing Specialist

<b>Job Title:</b>	Marketing Specialist
<b>Program:</b>	Resource Development
<b>Commitment:</b>	May 27 – August 16, 2024 (12 weeks)
<b>Hours of Work:</b>	35 hours/week
<b>Working Conditions:</b>	On-site
<b>Compensation:</b>	\$20/hour + 10.6% in lieu of statutory holidays and vacation

**Applicants must be Canadian Citizens or Permanent Residents enrolled in a Post-Secondary Institution between 15 and 30 years of age (inclusive) at the start of employment.**

## Summary

This position will support the enhancement of Chimo’s marketing activities, which includes the creation of content for Chimo’s official social media accounts, analytics reporting, facilitating in-person activities and events to increase Chimo’s public profile, and performing ad-hoc marketing projects. The Marketing Specialist will help build awareness of the organization and engage with potential clients, donors, funders, and community partners. This position is contingent on grant funding so applicants must be eligible post-secondary students.

## Duties and Responsibilities

- Create regular, brand-aligned content related to the social media calendar.
- Engage community stakeholders, in person, to increase service awareness.
- Develop and monitor key performance indicators to assess effectiveness of marketing activities.
- Perform other ad-hoc marketing projects.

## Report and Support

The Marketing Specialist will report to the Executive Director. They will be supported with orientation and training in social media management and brand guidelines.

## Qualifications

For grant purposes, applicants must be:

- Enrolled in a public post-secondary institution in a STEM program (science, technology, engineering, mathematics) in business, the arts, the humanities, and social sciences for the duration of the placement.
- A Canadian citizen, permanent resident, or protected person under the Immigration and Refugee Protection Act.
- Legally entitled to work, according to relevant provincial legislation and regulations.
- Between 15 and 30 years of age (inclusive) at the start of employment.
- Youth who are underrepresented in the labour market, including Black and other racialized youth, Indigenous youth, and 2SLGBTQI+ youth, are encouraged to apply.

Other skills required:

- Demonstrated content creation skills (Adobe Creative Suite, Canva, Hootsuite).
- Demonstrated social media expertise.
- Excellent written and verbal communication skills.
- Ability to meet deadlines and provide reporting.
- Ability to work independently.
- Video creation and editing an asset.

## Next Steps

Please email cover letter and resume to [hr@chimoservices.com](mailto:hr@chimoservices.com).