



Job Posting: Peterborough Pulse Marketing Position

Term: 8 weeks through June and July, 30hr/wk

Compensation: \$15.00/hour

Desired Start Date: June 8, 2015

Reporting to the Peterborough Pulse Coordinator, this position will play a key role in the execution of all print and social media marketing and communications initiatives. You will achieve success in this role if you are creative and dynamic, a team player with a strong sense of urgency, high attention to detail and superior verbal and written communication skills. Projects will include implementing event branding, creating promotional print materials, creating event-day print materials and coordinating a variety of social media activities.

Responsibilities:

- Supporting the implementation of marketing and communication plans, including writing, editing, proofing, and distributing promotional materials and event signage
- Design and create promotional materials and event signage using Adobe Illustrator
- Implement event branding in all print materials
- Schedule, execute and track creative social media plans
- Initiate and guide conversations with our community via social media channels;
- Update Facebook, Twitter, Instagram, YouTube channel and Blogs etc.
- Make recommendations for best practice of all available channels.

Qualifications:

- Knowledge and experience in the tenets of traditional marketing
- Strong verbal and written communication skills, including technical matters
- Previous communications experience; specifically with print and social media
- Experience with graphic programs (i.e.; Photoshop, Illustrator, etc.)
- Well versed in social media with the ability and passion to explore new mediums.
- Proficient with social media management applications including Hootsuite, etc
- Strong attention to detail.
- Superior organizational skills
- Strong analytical and decision making skills
- Intermediate knowledge in Microsoft Office, particularly Excel, Word, PowerPoint and Access
- Ability to work independently and under pressure

Education & Experience Required

- Post-secondary education in Marketing, Communications or relevant workplace experience is an asset.
- Previous proven experience in graphic design, communications, and social media.
- Bilingual in English and French considered an asset.

This position is partially funded through Canada Summer Jobs, and thus candidates must meet the following eligibility criteria:

- Be between 15 and 30 years of age at the start of the employment;
- Have been registered as full-time students in the previous academic year and intend to return to school on a full-time basis in the next academic year;
- Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act 3; and,
- Be legally entitled to work in Canada in accordance with relevant provincial/territorial legislation and regulations.

How to Apply:

Together with your resume, please forward a brief cover letter, which includes your responses to:

1. What interests you most about this position?
2. Based on the qualifications, why are you a strong candidate?

Interested candidates are asked to forward their resume and cover letter to,
Attn: Lindsay Stroud at lindsay.stroud@greenup.on.ca
by Thursday, May 28th at 5 pm.

We thank all applicants; however, only candidates selected for an interview will be contacted.