

GREENUP

COMMUNICATIONS & MARKETING SUPPORT STAFF SUMMER CONTRACT

Position Requirements: Candidates must be Canadian citizens, between the ages of 15 and 30.

Term: 4 month contract, 22.5 to 37.5 hours per week

Compensation: \$16.00/hr

Desired Start Date: May 6, 2019

Reporting To: the GreenUP Communications Specialist

Position Background:

GreenUP is a well-established community-based, not-for-profit environmental organization that provides educational programs, action-oriented initiatives, tools, and services that enable Peterborough-area citizens to engage in healthy and environmentally sustainable activities. GreenUP has been a model for community-based environmental sustainability nation-wide with our exemplary reputation for being knowledgeable, professional, and accessible.

The Communications Support Staff position supports the organization to increase the visibility and community awareness of our programs and services.

This position is responsible for supporting communications, marketing and media relations activities of GreenUP and will support the GreenUP brand to increase GreenUP's public profile through web material, online marketing, social media, brochures and publications, presentations, video and press materials.

Key Responsibilities:

- Implement social and digital media campaigns to support various GreenUP events, programs, and promotions, aimed at a variety of client and stakeholder groups including children, youth, businesses, seniors, decision-makers, and more
- Support content creation for print and online communication mediums and marketing projects working closely with the Communications & Marketing Specialist
- Contribute ideas, recommendations, and plans to optimize marketing strategies
- Coordinate organizational communication with local media outlets including the development of media advisories and press releases, and the coordination of program launches and promotional events.
- Attend GreenUP events to support marketing and promotions for a variety of environmental themes and fundraising initiatives
- Liaise with GreenUP department teams and external partners to coordinate marketing activities for various program areas
- Prepare graphics and photographs for a variety of communications products including print publications, social media, web, and presentations
- Research and writing assistance with weekly GreenUP column articles and blog posts
- Executing GreenUP marketing plans, brand guidelines, campaigns, and strategies in line with the agreed budget

Qualifications:

- Experience working with volunteers and in a team environment
- Excellent communications skills (verbal and written) to execute innovative and creative ideas
- Familiarity and comfort working in Adobe Creative Suite including Illustrator, Photoshop, and InDesign
- Proactive, reliable, responsible, and accurate with excellent attention to detail.
- Experience with proofreading/editing
- General photography/videography skills
- Strong organizational, scheduling, and planning skills
- Reliable, organized, and punctual

How to Apply:

Please submit a cover letter and resume, as a single PDF, to karen.halley@greenup.on.ca with the following subject line: "Communications & Marketing Support Staff".

Submission Deadline: Monday March 18th by 5:00 p.m.

We thank all candidates for applying; only candidates selected for an interview will be contacted.

GreenUP invites applications from anyone who feels they meet the qualifications of this posting. Women, People of Colour, Indigenous People, visible minorities, LGBTQ+ persons, and people with disabilities are encouraged to apply.