

Marketing Assistant, Summer Student

Contracted Term

Description:

Reporting to the Business Development Manager, the Marketing Assistant will be responsible for assisting in the execution of the Genesis Centre marketing strategy, as well as supporting the organization through a range of administrative functions. This role will help improve organizational effectiveness through direct administrative support. As well, this role will play a key part in social media and community communication pieces.

Employment Terms & Perks:

- Wage: \$16.00 per hour
- Full Time: 32-40 hours per week (some weeknight and weekend work may be required)
- Free NECCS Family Facility Pass
- Free on-site parking and close to C-Train

Marketing & Outreach

- Support current marketing initiatives and assist in broadening reach.
- Internal content curation: generate content to enhance the organization's online presence. Supplement with images, tags, and hashtags.
- Multimedia production:
 - + Capture on-site media footage at a range of community-serving events hosted by Genesis Centre.
 - + Develop short-form video content that can be used across the organization's social media platforms.
- Document and measure success of Genesis Centre's digital platforms.
- Support the planning of large and small-scale initiatives organized by the Genesis Centre.

Administration

- Support Genesis Centre's client relations strategy by reorganizing and updating its Global Address List.
- Support organizational effectiveness by reorganizing, cleaning, and updating internal databases.

Other duties as assigned.

Mission, Vision and Values:

Our Mission: A hub for the community bridging people in shared celebration, learning and play.

Our Vision: An inspired community.

Our Values: At Genesis Centre we are Impactful, Inviting, Committed, Visionary and Resilient.

- **Impactful:** We provide an experience that nurtures and enhances the lives of those around us.
- **Inviting:** We serve people of all abilities, faiths, ages, identities, orientations, and backgrounds who will be respected and welcomed.
- **Committed:** We dedicate ourselves to operating in an open, consistent, and responsible manner.
- **Visionary:** We dream, anticipate, and collaborate with the community to bridge from present work to future needs.
- **Resilient:** We learn, adapt, and focus on community goals and will not be derailed by challenges.

Skills and Abilities:

- Able to perform physical requirements of the job including walking, lifting (up to 50lbs), standing for extended periods of time, and performing repetitive tasks.
- Must possess excellent customer service skills and ability to communicate fluently in English. Multilingualism would be considered an asset.
- Strong computer skills, including an intermediary understanding of Microsoft Office.
- Excellent organizational, multi-tasking and problem-solving skills.
- Keen awareness for safety and security. WHMIS and safe lifting training would be considered assets.
- Experience and knowledge of Intelligenz (recreation facility management software) or similar software is an asset.
- Standard First Aid/ CPR certification and Police Background Check required prior to employment.
- Proof of COVID-19 vaccinations made available within 30 days of employment.

The above role responsibilities and information has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. Job duties and responsibilities are subject to change based on changing business needs and conditions.

I have read the job description and understand the role and responsibilities that are included herewith.

Date: _____

Name: _____

Signature: _____