



## Marketing Assistant Summer Student Position (2025)

**Location:** Genesis Centre, Calgary, AB

**Reports to:** Business Development Manager

**Apply by:** May 30, 2025 – Email resume and cover letter to Jonah Ardiel at [jardiel@genesis-centre.ca](mailto:jardiel@genesis-centre.ca)

### Position Overview

The Genesis Centre is seeking a creative and driven Marketing Assistant to join our team for the summer. This dynamic role is perfect for a student or new graduate looking to gain hands-on experience in digital marketing, content creation, research, and community engagement. The successful candidate will help amplify our brand through storytelling, social media, graphic design, and campaign development.

You'll work closely with our leadership team to execute a full-scale marketing campaign, manage digital platforms, produce short-form video content, and engage with our community—both online and in-person.

### Employment Terms & Perks

- **Wage:** \$17.50/hour.
- **Term:** Full-time, 35 hours/week for 8 weeks (June-July), with some evening/weekend work required.
- **Perks:** Free NECCS Family Facility Pass, free on-site parking, and close proximity to the C-Train.

### Key Responsibilities

#### *Content Creation & Digital Media*

- Ideate, film, and edit short-form video content for Instagram Reels, Facebook, TikTok, and YouTube Shorts.
- Capture compelling B-roll and photography of Genesis Centre events and programs for marketing purposes.
- Develop 6–10 pieces of content for the Genesis Centre's LinkedIn page to help build a professional online presence.
- Write 3–5 community-centered articles to support our blog, *The Lotus Link*.
- Design static graphics (posters, brochures, and social media visuals) aligned with our brand identity.

#### *Marketing Strategy & Campaigns*

- Design and implement a full-scale marketing campaign with defined messaging, budget, promotion strategy, and tracking metrics.
- Assist in enhancing the visibility and reach of Genesis Centre initiatives across multiple platforms.

#### *Community Engagement & Research*

- Conduct on-the-ground marketing research, including interviews and surveys for our annual marketing study.
- Identify opportunities for Genesis Centre to participate in local events and community activations.

#### *Support & Administration*

- Manage and organize media libraries, including photos, videos, and campaign materials.
- Compile and prepare branded collateral for client appreciation packages.
- Assist with additional tasks as required by the Business Development Manager.

## **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:** *Impactful, Inviting, Committed, Visionary, 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.

## **Qualifications & Skills**

- Currently enrolled (or recently graduated) in post-secondary studies related to marketing, communications, media, or a related field.
- Proficiency with social media platforms and video editing tools (e.g., Canva, CapCut, Adobe Premiere, etc.).
- Strong writing skills and ability to create clear, engaging content.
- Eye for design and experience creating digital and print graphics.
- Self-starter with excellent time management, attention to detail, and a collaborative mindset.
- Comfortable interacting with diverse community members and collecting field research.
- Ability to perform physical tasks (e.g., walking during activations, lifting up to 50lbs).
- **Standard First Aid/CPR** certification and **Police Background Check** required prior to employment.

The above responsibilities and information have 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.

## **To Apply:**

Send your **resume and cover letter** to **Jonah Ardiel** at [jardiel@genesis-centre.ca](mailto:jardiel@genesis-centre.ca) by **May 30, 2025**.