**MARKETING AND COMMUNICATION ASSISTANT (EVENTS & CONTENT) - CANADA SUMMER JOBS PROGRAM**

**ABOUT BIG BROTHERS BIG SISTERS OF ORILLIA AND DISTRICT**

For 55 years, Big Brothers Big Sisters of Orillia and District has been supporting positive mentoring relationships within our community. Since 1966, our pledge has been to provide quality-mentoring experiences for children in our community. Since inception, our agency has directly influenced over 10,000 community members who have received mentoring programs or participated actively as a volunteer mentor. On average, we annually provide direct support to 350+ local children and youth through BBBSOD programs.

**FUNCTION:**

We are looking for an energetic and positive person, with a strong commitment to our mission. This individual, reporting to the Executive Director, will be responsible for assisting the Fundraising & Community Engagement Coordinator with the day-to-day marketing and communications support with a specific focus on the events area. As the Summer Student: Marketing and Communications Assistant you will be the voice of Big Brothers and Sisters of Orillia and District and a brand champion.

We are looking for a strong writer and copy editor to support the creation of fresh content for our social media, website and for event materials. You will nurture and engage with our community, create fresh dialogue, deepen relationships, and ultimately grow our reach.

**Responsible to**: Fundraising & Community Development Coordinator &Executive Director

**RESPONSIBILITIES:**

**This position is responsible for assisting the Fundraising & Community Development Coordinator** **with:**

* Creating content for social media channels, blog and website
* Coordinating and supporting event staff with marketing and sponsorship package sales
* Fulfilling all marketing, communication and promotion aspects of signature events
* Development and implementing of an annual marketing and communications plan with the fundraising team for BBBSOD including social media strategy.
* Collecting, capturing and archiving impact stories to share for fundraising and volunteer recruitment
* Writing and distributing compelling press releases, PSAs, ad copy, and media invitations, and story pitches
* Supporting production of graphic, photo, and video content to brand standards
* Supporting website content revisions and updates
* Proofreading content and make changes where necessary
* other duties as assigned

**QUALIFICATIONS, KNOWLEDGE AND SKILLS:**

* Area of study in Business / Marketing, Media Studies or Communications, Fundraising, Event Planning, or related field.
* Sales and Marketing: 1 year
* Proficient in Microsoft Word, PowerPoint and Excel
* Excellent writing skills, strong verbal/communication skills, and a talent for storytelling and copywriting
* Extrovert who is comfortable interviewing subjects for a story or cold calling to solicit ad sales for events
* Knowledge of digital technologies, platforms, and services (specifically WordPress, Hootsuite Google Adwords, and CRM)
* Knowledge of Google analytics an asset
* Ability to work to tight deadlines, within budget, with minimal supervision
* Great interpersonal skills, organized, self-starter, motivated, and a team player
* Full of awesome ideas and eager to implement them!
* Ability to deal with information in a confidential manner and respond with sensitivity
* Web design experience at entry level or higher (HTML, CSS, PHP) considered an asset
* Video production and editing skills considered an asset

**REQUIREMENTS**

* Access to a reliable and secure computer
* Submit or agree to a Vulnerable Sector Criminal Record Check
* Valid Ontario Driver’s License and adequate liability insurance or have ongoing access to a vehicle and driver, must be able to provide own transportation to special events
* An ability to work flexible hours
* Ability to work remotely if required

**This position is available through funding from Canada Summer Jobs (The Government of Canada) and as such applicants must meet all the following criteria to be eligible:**

* be between 15 and 30 years of age (inclusive) at the start of employment;
* be a Canadian Citizen, permanent resident, or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act\*; and
* be legally entitled to work according to the relevant provincial / territorial legislation and regulations

Big Brothers Big Sisters of Orillia and District strives for inclusivity and representative hiring practices to respond to the communities we serve. The agency welcomes applications from visible minorities, Indigenous persons, persons with disabilities, immigrants/refugees, persons of any sexual orientation, and persons of any gender identity or gender expression. Big Brothers Big Sisters of Orillia and District is committed to employment equity and diversity in the workplace.

Accommodations are available for applicants with disabilities throughout the recruitment process.  
Interested applicants are requested to email their resume and cover letter by **Friday, May 28, 2021.**

Thank you in advance for you interest; only those selected for an interview will be contacted.

**Job Types:** Full-time, Temporary, Contract

**Positions:** 1 available

**Length:** 8 weeks

**Hours / Days:** (8:30 – 4:30) Monday to Friday (With availability to work flexible hours infrequently including evening and weekend work as necessary)

**Salary:** $14.25 /hour

**Office Location:** Orillia, ON

**Work remotely:** This position may need to work remotely on a temporary basis should there be a delay in returning to the office or if government directives change due to COVID-19.

If interested please send a cover letter and resume to: intake@bbbsorillia.ca