



JOB POSTING

Digital Marketing Assistant - Canada Summer Jobs 2019

Job Summary: The Digital Marketing Assistant will play a key role in the Development team in assisting to implement a wide variety of communication and marketing initiatives that support Aunt Leah's Fundraising, Development and Programming priorities, and will support all marketing and public relations needs of the non-profit organization.

All the aforementioned is in support of Aunt Leah's mandate of "preventing children in foster care from becoming homeless, and mothers in need from losing custody of their children. To support them on their journey to adulthood, we provide housing, education & training, and life skills".

Who we are: Aunt Leah's Place is a registered charity, that has been helping kids in foster care and teen moms achieve a better future for over 30 years. Aunt Leah's Place helps prevent children in foster care from becoming homeless, and mothers in need from losing custody of their children. To support them on their journey to adulthood, we provide housing, education & training and life skills. Aunt Leah's has been recognized by Charity Intelligence as one of the Top 10 Impact Charities for the past 2 years.

Eligibility Criteria

In compliance with the Canada Summer Jobs guidelines, to be eligible, youth must:

- be between 15 and 30 years of age at the start of the employment;
- be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the *Immigration and Refugee Protection Act* for the duration of the employment; and,
- have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

Qualifications: Relevant education and experience in Marketing, Social Media & Graphic Design, Communications, or a related field

Reports to: Director of Development

Mentor: Bootstraps Coordinator

Skills and Knowledge

- Relevant education and experience
- Excellent oral and written communication skills
- Proficient in Adobe Creative Suite
- Social Media experience: Facebook, Twitter, Instagram, LinkedIn, YouTube
- A passion for great design, digital marketing and social media
- Organized, flexible, and demonstrated ability to prioritize to meet multiple deadlines
- Excellent interpersonal, collaborative and customer service skills
- Creative
- Detail oriented
- Positive attitude



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- Cultural Competency
- General computer skills, familiarity with Microsoft Office Suite (Outlook, Word, Excel)
- Video creation and editing skills would be an asset
- Knowledge of the non-profit sector a bonus

Requirements

- Undergo a Criminal Record Check
- Agrees to the Society's Code of Ethics
- Follows Aunt Leah's Practice Guidelines

Key Duties and Responsibilities:

- Assist in Writing, Copy Editing and Creating the production and distribution of quality communication & marketing materials (i.e. social media, blogs, website content, photography, video, brochures, posters, newsletters, proposals, press release/briefing, white papers, annual reports, etc.), including contributions from youth, volunteers, and employees, in both print and digital formats
- Work collaboratively across the organization to assist in developing communication and marketing strategies and materials that support organization development, social enterprises, and program-specific objectives
- Work collaboratively and supportively with the Communications & Development Lead
- Act as an informational resource on communications & marketing to the management and development teams
- Develop relationships and build partnerships with journalists, bloggers, advocates, stakeholders, funders and other audiences
- Work collaboratively with contracted and/or pro bono publicists
- Assist in updating and maintaining all organizational web-sites

Compensation: \$14.50/hour

Work Schedule: 35 hours per week for 8 weeks

Start Date: Summer, 2019

How to apply: Please email your resume and cover letter to Human Resources Manager at hr@auntleahs.org.

Preference will be given to current and former youth in and from care with lived experience. Shortlisted applicants will be contacted for an interview. Thank you for your interest in this position.