

# Marketing Assistant

TERM: 8 weeks full time to 16 weeks part-time, based on candidate availability

Position Summary: The Marketing Assistant will support all activities related to providing value to our members. This position is funded through the Canada Summer Jobs Grant and applicants must meet the qualification criteria\*.

## DUTIES AND RESPONSIBILITIES

- Work with the marketing team to bring fresh ideas and creativity in developing innovative campaigns.
- Assist with website content, creative and functionality across multiple brand platforms.
- Assist with marketing collateral in line with CME's brand's identity.
- Assist with databases and/or a CRM system to support business objectives.
- Analyze data and report from Google Analytics and other tools related to digital marketing channels.
- Analyze media coverage.
- Assist with internal meetings – room set-up, beverages, food, clean-up, virtual support
- Support and attend CME events
- Actively participate in continuous improvement initiatives in the office and online

## COMPETENCIES AND QUALIFICATIONS

- Outstanding communication skills, both written and verbal.
- Excellent writing, editing and proofing skills.
- A keen eye for print and digital design, and a working knowledge/proficiency with Adobe Suite (Photoshop, Illustrator, and InDesign) would be an asset.
- Proficiency in Microsoft Office, especially Excel and PowerPoint.
- Knowledge of social media automation software a plus.
- Proficiency with email management platform (e.g. Benchmark, MailChimp) is an asset.
- Understanding of basic digital marketing metrics and analytics - web traffic, email metrics and social media metrics. Basic knowledge of SEO best practices is preferred.
- Holds a strong desire to uphold CME's standard for continuous improvement, ethics and integrity within the CME team and with all outside vendors, clients and customers.

\*\*To qualify you must be between the age of 15 & 30 at the start of employment and legally entitled to work in Canada. International students are not eligible.

To apply, forward your Cover Letter and Resume to [Jill.Knaggs@cme-mec.ca](mailto:Jill.Knaggs@cme-mec.ca) with Marketing Assistant Application in the subject line of the email. Only those selected for an interview will be contacted.