District of Nipissing Social Services Administration Board

Conseil d'administration des services sociaux du district de Nipissing

JOB DESCRIPTION

JOB TITLE	Marketing Student
DEPARTMENT / PROGRAM AREA	Office of the CAO
REPORTING TO	Communications & Executive Coordinator
EFFECTIVE DATE	December 2024
SALARY	$18.00 per hour

GENERAL PURPOSE

[Description of the purpose of the position, why does it exist what are key responsibilities?]

Under the supervision of the Communications & Executive Coordinator, the Marketing Student assists the Corporate Services team in defining and building the marketing efforts of District of Nipissing Social Services Administration Board (DNSSAB). This position will assist with public relations, advertisements, copywriting, competitive research, website content, social media, public follow-up and events. The Marketing Student will be responsible for a wide variety of administrative duties and day-to-day activities in support of the DNSSAB's strategic goals. The Marketing Student will provide assistance with advertising and promotional material, communication strategy, analysis, market research, sourcing and all other aspects related to marketing.

KEY ACTIVITIES

[Name and list under each the key activities of the position and percentage estimate of time for each section.]

- Provide assistance in research, development, and implementation of new marketing programs, including internet marketing, corporate messaging, organizational branding, and other initiatives.
- Provide assistance with advertising and promotional material, communication strategy, analysis, market research and all other aspects related to marketing.
- Coordinate and work closely with internal stakeholders on corporate or departmental marketing strategies.
- Assist in screening incoming correspondence and inquiries from the public and refer them to the appropriate individuals or departments across the organization.
- Prepares for meetings including booking meeting rooms, preparing agendas, minute taking, ordering catering and setting up meeting facilities and equipment;
- Sends invites and provides follow up contact with meeting attendees on behalf of management staff as required;
- Provides general administrative support by preparing general correspondence, memorandums and a range of program reports as requested;
- Performs general office duties including filing, copying, scanning and faxing documents;
- Review all documents, reports, and correspondence for format, content, grammar, and spelling; make edits as necessary.
- Assist with maintaining and updating content of the DNSSAB website and social media platforms.
- Provides follow up in a timely manner and prioritizes/sequences multiple tasks;
- Execute documentation for signatures.
- Receives calls and provides appropriate responses and information based on departmental procedures;
- Coordinates special events as necessary;
- Other duties as assigned.

As a DNSSAB employee, the position is responsible for creating, maintaining and actively participating in a respectful workplace that is free of all forms of harassment, discrimination and violence.

QUALIFICATIONS

- Current enrolment or graduation from post-secondary diploma or degree in the Marketing field or related discipline;
- Strong working knowledge of marketing principles;
- Previous clerical or marketing experience an asset;
- Working knowledge of MS SharePoint, and Office suite of programs is required;
- Excellent interpersonal and organizational including excellent oral and written communication skills;
- Ability to maintain confidentiality;
- Excellent time management skills and ability to manage daily workload in a fast-paced environment, set priorities and meet required deadlines while managing with completing demands;
- Proven team player with the ability to work independently and is both flexible and highly adaptable;
- A self-starter, with ability to work with all levels of the organization;
- Demonstrated regular attendance in keeping with the Board's Attendance Management Policy;
- A valid Ontario driver's license and a vehicle available for use on the job;
- The ability to communicate in both official languages is considered an asset.