

## **Marketing Coordinator, Summer Student Position**

**Location:** Peterborough, Ontario

The Art School of Peterborough is a non-profit organization and is dedicated to fostering the growth of creativity and skills in visual art forms for everyone. The Art School is looking to hire a Marketing Coordinator as a summer student position. This position will primarily involve coordinating communications and marketing initiatives related to 2019-20 Upcoming Events, Course communications, Posters for upcoming events, and all fundraising marketing material. The Marketing Coordinator will report to the Art School Marketing Team and work closely with the Art School of Peterborough's Executive Director. This position will play a key role in the execution of all print and social media marketing and communications initiatives. A successful candidate will achieve success in this role if you are creative and dynamic, a team player with a strong sense of urgency, high attention to detail and superior verbal and written communication skills. Projects will include implementing branding, creating promotional print materials, creating print materials and coordinating a variety of social media activities.

### **Duties & Responsibilities**

- Support the implementation of marketing and communication plans including writing, editing, proofing and distributing promotional materials and event signage
- Work in conjunction with The Art School of Peterborough's Marketing Committee around marketing and communications
- Design and create promotional materials and event signage
- Implement branding in all print materials
- Schedule, execute and track creative social media plans
- Initiate and guide conversations with our community via social media channels
- Update Facebook, Twitter, Instagram and YouTube.
- Provide a strong leadership
- Attend and participate in Marketing Committee Meetings
- Utilize social media, such as Twitter, Facebook, Instagram and other platforms to promote The Art School of Peterborough
- Promote the Art School of Peterborough through various community outreach activities
- Work alongside Executive Director to support partnership communications
- Perform other duties as needed or assigned

### **Qualifications**

- Post-secondary education in marketing, communications or related field
- Relevant work experience is an asset
- Knowledge and experience with InDesign, photoshop, video editing and wordpress

- Knowledge and experience in the tenets of traditional marketing
- Strong verbal and written communication skills including technical matters
- Previous proven experience in graphic design, communications, and social media
- Well versed in social media with the ability and passion to explore new mediums
- Intermediate knowledge in Microsoft Office
- Self-motivated and ability to independently with minimal supervision and guidance as a team player
- Proven evidence of superior organizational and interpersonal skills
- Strong verbal and written communication skills
- Excellent people relationship building skills
- Strong attention to details
- Superior organization skills
- Ability to work independently and under pressure

**This position is partially funded through Canada Summer Jobs, and thus candidates must meet the following eligibility criteria:**

- 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 31; and,
- Be legally entitled to work in Canada in accordance with relevant provincial/territorial legislation and regulations

### **How to Apply**

Interested candidates are asked to forward their resume and cover letter to Executive Director, Jenni Johnston, at [info@artschoolptbo.org](mailto:info@artschoolptbo.org)

**By May 3rd, at 5 pm.**

*The Art School of Peterborough is an equal opportunity employer. Any information collected during the recruitment will be solely used for employment recruitment purposes only under the Freedom of Information and Protection of Privacy Act. We thank all applicants; however, only candidates selected for an interview will be contacted.*