

**Job Description Marketing Specialist****REPORTS TO: HR Manager****Position Summary:**

Start Me Up Niagara is a Not-For-Profit Organization that provides services to vulnerable and marginalized populations in St. Catharines. The Marketing Specialist role will assist in maintaining the organizational social media presence in support of fundraising and volunteer program efforts. We consider social media a valuable means to communicating with the community to be able to continue providing services that have positive mental and health impacts.

This position is funded through the Government of Canada Summer jobs program to be eligible to apply you must be between the ages of 15-30.

This position is a fixed term contract of **16 weeks**. Position will start **May** 2024. Hours of operation are **Monday through Friday 8:30 am – 4:00 pm** with an expected 35 hours of work per week, days of work may vary due to the nature of the position. Rate of pay is **\$17.50** per hour.

As part of the team you will help SMUN meet its program objectives. This position has a variety of responsibilities.

Responsibilities:

- Providing communications and social media support to SMUN management and other program staff
- Work with SMUN management to implement internal and external communications strategies and policies and procedures
- Editing and posting of documents to SMUN website
- Generation of annual general report (AGR) and annual digital “year in review”
- Keep current and up to date graphics, print and social media
- Assist in identifying communications weaknesses and mitigating risks to organization
- Conduct scans of digital communications opportunities
- Review available platforms and liaise with staff to determine information needs and flow
- Storage/archiving of all Communications materials
- Assisting in the development of SMUN forums and meetings
- Working with SMUN management and other department leads with SMUN to determine graphic design needs
- Handle communications liaison with public media firms
- Maintain brand continuity and development of SMUN
- Other duties as required

Qualifications:

- Able to work in a busy and fast paced environment
- Some evening or special event hours may be required
- Excellent interpersonal skills
- Ability to work with individuals living with disabilities, addictions and compromised mental health
- Experience working in a team environment with proven leadership skills
- Demonstrated ability to work independently and with groups

- Demonstrated good organizational and record keeping skills
- Demonstrated good communication skills
- Ability to repeatedly lift 50 pounds
- Self-motivated, cooperative and flexible

Requirements:

- Between the ages of 15 and 30 years of age at the start of employment
- Must be a Canadian Citizen, Permanent resident, or person on whom refugee protection has been conferred under the immigration and Refugee Protection Act [D.C. 2001, c.27]
- Must be legally entitled to work according to the relevant provincial/territorial legislation and regulations
- Have strong written, interpersonal, and oral communication skills
- Have a positive, non-judgmental attitude toward others
- Ability to multi-task, prioritize and delegate staff and volunteers in an ever-changing environment
- Strong digital skills
- Work as an effective team player with Centre staff, agency staff and management
- Ability to work collaboratively with community partners
- Ability to communicate effectively and professionally with clients
- Excellent digital skills needed to understand and use digital systems, tools, application
- Demonstrated skills in problem solving and decision making under pressure
- Strong leadership skills including communication, relationship building, ability to delegate
- A satisfactory Vulnerable Sector Criminal Records Check is required if hired
- Effectively manage administrative tasks
- Ability to work a flexible schedule
- Valid class G driver's license
- Able to work legally in Canada

How to Apply:

Applicants are invited to email a cover letter and resume with the subject line "**Marketing Specialist**" to hr@startmeupniagara.ca

SMUN is an equal opportunity Employer. In compliance with AODA, this job posting is available in alternate format upon request. To request disability accommodation, please contact Start Me Up Niagara via telephone at 905 984 5310 ext 107.

*We thank all candidates for their interest in advance.
Due to volume we will only be contacting those selected for an interview.*