



## Marketing and Communications Assistant

Please note: This position is dependent upon Canada Summer Jobs Funding.

The Compost Education Centre (CEC) is a charitable, not for profit organization that provides composting, organic gardening and conservation education to residents of the Capital Regional District (CRD).

**Work Week:** The work week is currently Wednesday-Saturday, 9:00am - 4:30pm, (30-hour per week with a paid 30-minute lunch break; 60 hr pay period).

**Job Start Date:** April 27, 2022, runs for 16 weeks.

**Job End Date:** August 13, 2022

**A total of:** 480 hours

**Wage:** \$19.39 p/hr

### Job Description:

The Marketing and Communications Assistant reports to the Executive Director and the Office and Communications Coordinator. The Assistant is responsible for supporting CEC's social media channels, as well as communications and marketing initiatives, such as promoting major events, which are aligned with current organizational objectives.

This position will be a remote posting with some opportunities to connect with the communications team on-site. The ideal candidate will display initiative, and the capacity for self-direction, along with a high level of organization, the ability to meet deadlines and to work as part of a team (with compassion and humour!) Excellent interpersonal skills, with the ability to communicate well both verbally and in writing, and some proficiency with the MS Office Suite are required, as is experience with some of the following digital tools such as Zoom, Google Suite, and Canva, and social media (Facebook, Instagram, Twitter).

### Marketing Communications Assistant Duties and Responsibilities

- Support the management of social media sites such as Facebook, Twitter and Instagram
- Implement social media strategies for CEC that build brand awareness, generate inbound traffic and retail/workshop sales
- Creation of content for social media channels and marketing campaigns aligned with CEC branding and audience interests
- Support the maintenance and editing the CEC website (WordPress platform) and the editing and creation of outreach materials
- Perform weekly communications tasks including preparing information for community calendars, newspaper calendars and public service announcements
- Create posters, graphics, reports, slide decks and other graphic communications materials
- Update media database, send media releases and maintain earned media tracking records
- In collaboration with the communications team, support the planning, and implementation of special events and workshops

- Lead marketing of August Organic Plant Sale with support from CEC Office and Communications coordinator
- Write and solicit articles for the CEC newsletter and community news outlets
- Stay current with social media trends and best practices.

### **Marketing Communications Assistant Requirements and Qualifications**

- Strong project management and organizational skills
- Ability to work alone and with a team
- In-depth knowledge and understanding of social media platforms and audience engagement (Facebook, Youtube, Twitter, Tik Tok etc.)
- In-depth understanding of Wordpress (asset, not required)
- Ability to effectively communicate information and ideas in written and verbal format
- Good technical understanding willingness to learn new hardware and software
- Public relations, marketing, sales, or social media management experience (asset)
- Administrative experience (asset)
- Experience with at least one of the following programs: Adobe InDesign, Canva or Photoshop
- Experience with Google Drive as well as Microsoft Word, PowerPoint, and Excel
- Familiarity with Google Analytics (asset)
- Analytical and multitasking skills

### **Education:**

Currently enrolled in Bachelor's Degree, preferably in Communications/English, Public Relations, Marketing, Journalism or Design, but will consider varying levels of education based on passion for marketing and communications and/or familiarity with the organization's mission, vision and values.

If you need accommodations or have questions during any point in the hiring process please contact Alexis Hogan at [info@compost.bc.ca](mailto:info@compost.bc.ca).

For applicant submission, please title the document as follows: [Last Name, First Name, Desired Position], attach the cover letter and resume as one PDF document and send your application to [info@compost.bc.ca](mailto:info@compost.bc.ca).

Your application should include a cover letter that highlights your knowledge of and desire to work with the CEC, and the unique skill sets and relevant work experience you will bring to our organization and to the position for which you are applying. We will be in touch about next steps if the CEC is successful in receiving funding for summer positions, however due to the volume of applications, we will only contact applicants who qualify for the interview portion of the CEC's hiring process.

Deadline to Apply for the Marketing and Communications Assistant Position: **Sunday, April 17th at 11:59PM.**