

Term Posted:	2017 to 2018
Date Created:	May 19, 2017 09:33 AM
Job Type:	Summer Employment
Application Deadline:	May 31, 2017 11:59 PM
Application Method:	Submit application directly to company email address

Job Posting Information

Job Type:	Summer Employment
Job Title:	Marketing Assistant
Job Location (City only):	Windsor
Job Location (Prov/State):	Ontario
Job Location (Country):	Canada
Salary:	12.50
Job Category:	Administrative - Finance
Job Description:	<p>1 Position</p> <ul style="list-style-type: none"> • Start dates and duration: starting on or about June 8, 2017 for twelve weeks (until Sept 1, 2017) • 37.5 hours per week <p>After learning about the operation of Science City and its interaction with the</p>

community, including especially newly introduced features of hands-on exhibits for the public and workshops for school classes, the Marketing Assistant will work with the CEO and the fundraising committee to revise and update existing marketing tools and strategies in order to launch a major fundraising campaign to support major renovations to the science centre. Revisions include effective publicity, membership, and sponsorship packages, and the design and implementation of new promotional materials for presentations, and an enhanced website. These marketing tools will include prepared modules on the mission, history, and programs of Science City that can be reused with minimal changes in a variety of brochures, advertisements, appeals, and applications.

The Marketing Assistant will also help identify new potential funding sources and sponsors for the fundraising campaign. In coordination with the Fundraising chair of the Board and under the supervision of the CEO, he/she will help prepare applications and appeals to promising funding sources, and will participate in making personal approaches to potential sponsors. The principal objectives of the position are to make Science City and its new features much more exciting and attractive, and better known and supported in the region of Windsor, Essex County, and Southwestern Ontario.

The Marketing Assistant will work closely with our fundraising chair to design major new fundraising packages that will feature costs, benefits, and architectural drawings of some of the proposed renovations. They will then target major potential donors, both individuals and businesses. Dry runs with Board members and cooperating businesses will enable refinements to the packages and their implementation strategies. Finally, the packages will be implemented, potential sponsors and supporters approached with follow-throughs, and responses monitored.

Science City already offers signage in French as well as English, but the Marketing Assistant can help us expand our foreign language service by taking a role in organizing the volunteers participating in advertising and fundraising activities. Well planned scheduling and task assigning will significantly advance the effectiveness of volunteer contributions.

Job Requirements:

- A postsecondary student at a university or college
- Excellent writing skills
- A commitment to bringing the thrill of the discovery of science and its applications to the public, especially to children and families, together with a well developed ability to communicate the importance of this mission to businesses and the public.
- Possess or willing to develop excellent abilities in personal relations, including leadership and public speaking.
- First aid certification is preferred,
- Training in business and marketing is a definite asset.

	<ul style="list-style-type: none"> • Computer skills: practical ability to use Microsoft Word, Excel, and Publisher 			
Degree Level:	<table border="1"> <tr> <td>PhD</td> </tr> <tr> <td>Master</td> </tr> <tr> <td>Undergraduate</td> </tr> </table>	PhD	Master	Undergraduate
PhD				
Master				
Undergraduate				
Application Information				
Application Deadline:	May 31, 2017 11:59 PM			
Application Material Required:	Resume			
Application Procedure:	Submit application directly to company email address			
If by email, send to:	richard.dumala@gmail.com			
Application Instructions:	<p>Applicants must:</p> <ul style="list-style-type: none"> * be legally entitled to work in Canada; * be a Canadian citizen, permanent resident or have refugee status in Canada (Note: Non-Canadian students holding temporary work visas or awaiting permanent status are not eligible.); * be between 16 and 30 years of age at the start of YCW employment; have been a full-time student (as defined by the educational institution) in the semester preceding their job with Young Canada Works (YCW); * intend to return to full-time studies in the semester following their job with YCW; * be willing to commit to the full duration of the work assignment; * not have another full-time job (over 30 hours a week) while employed with YCW; and * be registered in the YCW online candidate inventory (https://young-canada-works.canada.ca/). 			
Car Required:	No			
Eligible to work in Canada:	Yes			

Company Info**Organization:** Canada South Science City**Division:** Canada South Science City**Website:** www.cssciencecity.com