



## Summer Student Marketing Coordinator - Ottawa, ON

Start Date: May 6, 2019

### Overview:

Our Marketing Coordinator will be an integral part of the development, coordination and execution of marketing plans including events, branded materials and the management of our website and social channels.

As a central hub on our team, we are looking for a well-rounded marketer that has a solid grasp of core marketing concepts, principles and tactics; has intermediate skills in various software and applications; has exceptional project management skills to plan, track, coordinate and execute; has strong interpersonal skills – with the ability to motivate and collaborate with internal and external stakeholders.

### Core responsibilities

- Support the mandate of our marketing strategy to generate sales leads
- Contribute to the development of new ideas and approaches to improve work processes
- Maintain marketing materials and collateral including promotional items, brochures and trade show equipment
- Create detailed proposals for all events, including timelines, venues, vendors, staffing, and budgets
- Identify and secure speakers, special guests, and/or entertainment for each event.
- Coordinate with all internal and external stakeholders
- Analyze the success of each event and propose creative new improvements to the attendees.
- Manage SLIAO's social media profiles and presence including sales or hiring campaigns
- Manage the daily operations of the website, including content and liaise with outside support
- Prepare presentations and/or reports as required
- Provide administrative support to management team members as required

### Core competencies

- Amazing communicator
- Excellent team skills
- Strong organizational skills and detail oriented
- Highly motivated self-starter who takes initiative with minimal supervision

### Specific Skills

- Active and well-rounded knowledge of social media
- Intermediate knowledge of WordPress, with the ability to manage web content and troubleshoot minor issues
- Good knowledge level Adobe Photoshop, InDesign, Mailchimp, Illustrator and Salesforce
- Advanced knowledge of the MS Office suite, including PowerPoint, Excel, Word, SharePoint
- Base level knowledge of Adwords and SEO

### Contact

Applications, including cover letter and resume, will be accepted until April 5, 2019 at 4:00pm ET. Please forward application and any questions to Brenda Jenkins, Director of Business Development and Finance, at [brenda.jenkins@sliao.ca](mailto:brenda.jenkins@sliao.ca)

Additional information about SLIAO can be found at [www.sliao.ca](http://www.sliao.ca).