



TRUE NORTH AID

STUDENT MARKETING & MEDIA ASSISTANT
REMOTE POSITION

Are you a student looking for an opportunity to build your career over the summer? Are you passionate about making a difference?

The Summer Employment Program with True North Aid provides you with opportunities to learn, grow, and contribute, all while servicing Indigenous Peoples in Northern and remote communities.

What can I expect to do in this role?

Supporting a remote team on a wide range of marketing, media and content creation functions, you may have the opportunity to work on some or all of the following tasks:

- Being resourceful to senior marketing professionals needing assistance with completing large projects
- Working closely with leadership to identify marketing opportunities
- Promoting events, programming and other organizational activities via social media
- Helping with development of ways to improve marketing campaigns and monitoring active marketing initiatives
- Assisting with the maintenance and content creation of database systems, communication platforms, social media accounts and the website

How do I qualify?

Mandatory

Applicants must meet all eligibility criteria on the first day of employment.

1. Student Status

All summer jobs require a “student” status. A student is defined as someone enrolled in a secondary, or post-secondary institution (currently or for the fall semester) or has graduated within the past six months.

2. Age

You must be a minimum of 15 years of age. There is no maximum age limit for applying for summer student positions.

3. Work Status - ability to work in Canada

You must be legally entitled to work in Canada. You are also required to have a valid Social Insurance Number (SIN) upon being hired.

Communication and Interpersonal Skills

- Outstanding oral and written communication skills
- Ability to communicate directly with the public and encourage trusting relationships
- Ability to write engaging marketing material, website content, and social media posts to augment the presence of the organization in the market.

Technical Skills and Knowledge

- You apply your experience using Google Drive, including Google Docs, Google Sheets, Google Slides and Google Forms, as well as databases, email and the internet to conduct research and prepare a variety of documents.
- You apply your experience utilizing software applications such as Slack, Asana, Zapier, and other applications the organization may choose to use.
- Excellent knowledge of online applications, marketing computer software and social media platforms.
- Excellent knowledge of marketing principles.

Analytical and Organizational Skills

- You apply your research and analytical skills to gather, assess and summarize information, and provide recommendations for marketing strategies.
- You use the internet and other sources to gather and aggregate data, analyze and input data findings, and summarize information.
- You apply your planning and organization skills to collect, organize, review and verify information/data through review of files, reports, and other means.
- You apply your discretion and sensitivity skills when working with confidential information.
- You work independently or part of a team; you plan, organize, and prioritize your time to meet competing deadlines.
- As this position is remote, you demonstrate the skills to take initiative, stay on task, and work independently from.
- You take initiative to communicate with team members and leadership, utilizing the technology of the organization.

Application Deadline: June 17th, 2022

**Please submit your resume and a brief cover letter to:
info@truenorthaid.ca**