

Job Title: Marketing Assistant	
Job Location:	Mississauga
Reporting Relationship:	Strategic Initiatives Manager
Salary Range (Job Band):	\$15.50 - \$17 per hour

COMPLEXITY AND SCOPE OF THE POSITION

The Marketing Assistant supports Lamenza Corporation's different departments to implement marketing strategies about our projects and to develop awareness of our brand.

The Marketing Assistant works under the supervision of and reports to the Strategic Initiatives Manager. They are accountable to the Office Co-ordinator regarding the administrative requirements of their placement and collaborate with all staff.

The Marketing Assistant role is a short-term position held by a college or university student doing a co-operative education placement.

CORE COMPETENCIES

- **Curiosity:** An interest in and aptitude for a broad range of issues and subjects related to marketing that would help us achieve our marketing objectives including but not limited to: different forms of online company presence and such as company websites, mobile apps, and social media company pages, search engine optimization, social media marketing, online advertising, and partnership arrangements with other websites.
- **Relationship Building and Customer Service:** Puts the focus on others for example by asking open-ended questions, refrains from demonstrating judgement, behaves genuinely, actively listens and paraphrases, remains present and goes the extra mile.
- **Communication:** Listens, writes and speaks English effectively; conveys ideas clearly, creatively and professionally in person, in written form and through social media; uses a broad range of communication styles, and chooses appropriate tools to engage with different groups and contexts.
- **Teamwork:** Works cooperatively and collaboratively with others to achieve collective goals; resolves problems and makes decisions that enhance organizational effectiveness.
- **Organization:** Is achievement-oriented, optimistic and efficient; has a do-it-now attitude; considers their options, decides what is most important to do immediately and sticks to it; keeps big-picture goals in mind; captures everything from events to ideas to requests from others; manages their tasks as appropriate and makes sure they are prepared.
- **Problem Solving and Resourcefulness:** Anticipates needs, identifies and defines problems, seeks root causes and develops and implements practical and timely solutions based on organizational policies, procedures and directives; adapts to changing circumstances and finds quick and clever ways to overcome difficulties.

KEY ACTIVITIES

- Assists with developing and implementing marketing strategies for our various projects.
- Assists with maintenance of social media accounts, such as Instagram, Facebook, etc.
- Assists to develop content for our social media accounts to engage community stakeholders.
- Assists to maintain the company website and helps ensure our website achieves search engine optimization.
- Assists to create marketing content using graphic design skills.
- Performs other duties as required.

QUALIFICATIONS

Education

- Enrolled in a college program related to communications or marketing.



Experience

- Possesses a minimum of 2 years of experience in a relevant setting.

Skills and Abilities

- Good ability to communicate effectively: Speaks, listens and writes in a clear, thorough and timely manner using appropriate and effective communication methods.
- Good ability to foster teamwork: Works collaboratively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness.
- Good problem-solving skills: Assesses problem situations to identify causes, gathers and processes relevant information, generates possible solutions, and makes recommendations and/ or resolves the problem.
- Good ability to build relationships: Establishes and maintains positive working relationships with others both internally and externally to achieve the goals of the organization.
- Good knowledge of social media and internet-related operations including how social media can engage youth and small business owners.
- Basic graphic design skills.
- Basic photography skills and video editing skills.
- Attitude that is self-motivated, flexible, with a "can-do" and "no task is too big or small" approach.
- Ability to work and act independently using good judgment.
- Superior attention to detail and accuracy with excellent follow-up skills.

SPECIAL REQUIREMENTS

- Works as part of their co-op placement.
- Works in an office environment.
- Works from 14 to 35 hours a week, depending on co-op placement requirements.

DIRECT/INDIRECT REPORTS

- Performs a company-wide function or process that is specialized but has no direct reports.

Lamenza Corporation is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We do not tolerate actions that discriminate against or harass people based on the following grounds in the Ontario Human Rights Code: age, ancestry, colour, race, citizenship, ethnic origin, place of origin, creed, disability, family status, marital status, gender identity, gender expression, sex (including pregnancy and breastfeeding), sexual orientation and receipt of public assistance.

This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. Lamenza Corporation makes hiring decisions based solely on qualifications, merit, and business needs at the time.

I have read and understand the contents of this job profile.

Employee's Signature

Employee Name

Date

