



KAWARTHA LAND TRUST

Protecting the land you love.

Job Ad- Marketing Assistant

Reports to: Development Coordinator

Compensation: 30 hours per week at \$13.50 per hour for 7 weeks with the possibility of extension up to 14 weeks.

The Kawartha Land Trust (KLT) is a dynamic land conservation charity with an impressive record of growth. Our mission is “*caring for lands entrusted to us and helping others protect the land they love in the Kawarthas*”. We do this by accepting donations of ecologically-significant lands and by engaging the community in support of this work through gifts of time and money to ensure those lands are cared for, in perpetuity.

Our successes have been achieved through the work of our dedicated volunteers and donors, supported by our core staff. We are seeking an individual who will enthusiastically engage in the work of the KLT by actively participating in communication and outreach activities. The successful candidate will have a professional attitude, good interpersonal and communication skills, and good problem-solving and analytical abilities.

Tasks and Responsibilities

Reporting to the Kawartha Land Trust Development Coordinator, the Marketing Assistant will support communications and outreach efforts directed at promoting KLT and its protected properties. This will include working in a team environment to provide support for external communications. The Marketing Assistant must be able to communicate in an articulate manner both verbally and in writing.

Under the direction of the Development Coordinator, the position will assist in the following:

- Assist with developing, designing and writing content for marketing and promotional material including: posters, e-newsletters, signage, presentations and online media
- Assist with managing and enhancing KLT's presence on social media (i.e. Facebook, YouTube, Twitter, Instagram etc.)
- Assist with events: planning, promoting, set-up/take-down, coordinating and scheduling volunteers
- Represent KLT at internal and external events
- Assists in the ongoing maintenance of KLT's website
- Conduct research and prepare reports
- Actively participate on staff committees as necessary and appropriate
- Assist with fundraising activities and donor stewardship
- Assist with managing information in KLT's contact management database
- Other duties as directed and required

Desired Level of Education of the Student

Currently enrolled as a post-secondary student working toward a university or college degree/diploma in Marketing, Communications, Fundraising Management, Event Planning or a related discipline.

Mentoring Plans

All KLT staff are committed to ensuring that the student has a meaningful working experience. The Development Coordinator will meet with the student to ensure that the student understands his/her roles and responsibilities; after which regular meetings will be scheduled. Day to day supervision will be provided by the Development Coordinator. The student will be provided with the opportunity to job shadow with members of senior KLT staff. Opportunities for formal training may include attendance at workshops, database training, and other training opportunities. The student will participate in activities that will enable the student to grow and gain skills and qualifications that will be meaningful in future employment endeavours.

Health and Safety

KLT is committed to providing a safe and healthy work environment for the student. KLT staff will ensure that the student has the necessary certifications and qualifications to do the job. The student will receive orientation from KLT staff on all relevant health and safety rules, and procedures.

Application Process

- Applicants must fit the Canada Summer Jobs program requirements:
 1. Full-time enrolment in post-secondary institution in 2017.
 2. Plans to return to studies next year.
 3. Between the ages of 15-30.
 4. Legally entitled to work in Canada.
- Your application should include a resume and a covering letter which specifically addresses how your skills and qualifications relate to the job tasks and responsibilities.

Please include in your cover letter a concise summary of why you think the work of Kawartha Land Trust is important, what inspires you and what you hope to learn in the position.

- Send application as a PDF or Word document in the following format: (Last Name, First Name, Marketing Assistant).
- Email your cover letter and resume in one document to Kawartha Land Trust at info@kawarthalandtrust.org by 12:00NOON May 15 2017, with the subject line "Marketing Assistant".