



### Part-Time Marketing and Communications Student

#### **Job Description**

Through leadership and partnership, Community Futures Eastern Ontario (Network Inc.), represents a network of 14 participating Community Futures Development Corporations in Rural Eastern Ontario. Managed by experienced professionals, we work to strengthen the area's regional economy at a community level by supporting innovation, business growth, and diversification. Guided by a Board of Directors made up of Community Futures representatives, we act as one regional voice to enhance the profile, reach, and impact of the Community Futures program across Rural Eastern Ontario.

Community Futures Eastern Ontario is seeking a Marketing & Communications Student, responsible for growing the network's profile through digital media and sharing the multitude of local economic development stories stemming from our member offices. The Marketing & Communications Student will work directly with our team to develop social media content, blog posts, website development, and Search Engine Optimization.

#### **Key Responsibilities**

##### **Support marketing campaign planning and execution.**

- Create and manage various print and online promotional materials including brochures, media releases, newsletters, social media and website posts, etc.
- Assist in the development of digital marketing initiatives and social media campaign strategies
- Assist in the creation of written, video, and image content for marketing channels.
- Create, proofread, and edit posts and campaigns for various marketing channels, ensuring a consistent voice
- Participate in marketing brainstorming sessions
- Evaluate and monitor campaign performance on an ongoing basis by analyzing key metrics and creating reports
- Conduct market research and identify new trends
- Utilize graphic design skills to create and improve marketing templates

#### **Skills and Abilities**

- Currently enrolled in a related field (marketing, business, public relations, social media management, etc.)
- Superb oral and written communication skills
- Experience with web and social media content development and digital marketing
- Experience with photography and videography
- Technology savvy with experience in website management and with social media business platforms
- Graphic design skills (familiarity with Adobe Creative Suite)

Eastern Ontario Community Futures Development Corporation Network Inc.  
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- Copy editor skills
- Able to multitask, meet deadlines and manage projects to completion
- Solve problems creatively
- Communicate effectively
- Work in a team environment
- Experience with Joomla considered an asset

#### **Hours and Term**

- 4-month term (Sep to Dec)
- 2 half-days per week (or 1 full day per week)
- In-office

If you enjoy creating and sharing the stories of local, rural business owners and can bring an innovative approach to marketing and storytelling, please email your resume and cover letter as one document to [info@cfeasternontario.ca](mailto:info@cfeasternontario.ca) with “Marketing & Communications Studentship” in the subject heading.

We thank all interested applicants; however, only those candidates being considered for an interview will be contacted.