



Marketing & Communications Student JOB DESCRIPTION

About Us

The Eastern Ontario Community Futures Development Corporation (EOCFDC) Network, operating as Community Futures Eastern Ontario ([CFEO](#)), is a not-for-profit organization serving 15 Community Futures Development Corporation (CFDC) members in Eastern Ontario. CFEO acts as their regional voice and assists its member offices to advance entrepreneurship, small business development and the pursuit of economic opportunities in their communities. These CFDCs deliver the Community Futures Program ([CFP](#)), a federally funded community driven economic development initiative designed to assist rural areas. Each of the 15 independent CFDC organizations ([CFEO members](#)) are governed by their own local volunteer boards and provide small business loans, tools, training, and other business supports to entrepreneurs and small businesses operating in rural eastern Ontario. As a change agent in eastern Ontario, CFEO passionately supports small businesses, driving innovation and collaboration with other regional partners to create a lasting impact. CFEO receives support in part from the Federal Economic Development Agency for Southern Ontario ([FedDev Ontario](#)) to coordinate the opportunities available to its members and to administer select direct-to-client programming such as the Southern Ontario Fund for Investing in Innovation ([SOFII](#)). CFEO is governed by an engaged [Board of Directors](#) comprised of its member offices leadership, their volunteer Board Directors and independent representatives from across eastern Ontario.

Join our team and be a part of an organization that values diversity, teamwork, and a shared commitment to empowering entrepreneurs and small businesses to diversify and grow the economy in Eastern Ontario.

Helping businesses grow!

Position Overview

Are you ready to make a difference in the lives of business owners in eastern Ontario? Community Futures Eastern Ontario is seeking a highly motivated and enthusiastic **Marketing & Communications Student** to join our team. In this role, you will play a key part in driving positive change and contributing to the growth of the eastern Ontario economy by providing essential support to our CFEO marketing and communications team by growing the network's profile through digital media and sharing of the multitude of local economic development stories stemming from our member offices. In this role, you will work directly with our team to support marketing campaign planning and execution by developing social media content, blog posts, website development, Search Engine Optimization, and additional administrative activities.

Note: This role requires versatility, and the employee should anticipate being involved in diverse tasks beyond the scope of the primary responsibilities listed in this Job Description.



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Key Responsibilities

Content Creation

- Create and manage various print and online promotional materials including brochures, media releases, newsletters, social media, and website posts, etc.
- 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.
- Utilize graphic design skills to create and improve upon marketing templates.

Marketing Strategy Development

- Assist in the development of digital marketing initiatives and social media campaign strategies.
- Participate in brainstorming sessions.
- Conduct market research and identify new trends to include in strategy development.

KPI Monitoring

- Evaluate and monitor campaign performance on an ongoing basis by analyzing key metrics and creating reports.

Administrative Support

- Provide administrative support to the team as needed.
- Support coordination and delivery of member services including meetings, events and training.
- Other duties as required.

Community Futures Eastern Ontario is an equal opportunity employer. We encourage applications from candidates of all backgrounds and experiences.



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Requirements

Education and Experience

- Candidates must meet [ESDC Canada Summer Jobs' Student Youth Eligibility Criteria](#)
- Currently enrolled in a full-time program in a related field (marketing, business, public relations, social media management, etc.), registered to return to school in the fall.
- Graphic design skills (familiarity with Adobe Creative Suite and Canva).
- Skilled in web and social media content development and digital marketing.
- Photography, videography and copy editor skills.
- Preference for experience working for, or volunteering with, a not-for-profit.
- Exemplary written and spoken communication skills.
- Proficient in MS Office 365 suite, MS Teams, Zoom, Adobe, and SharePoint.
- French language proficiency is considered an asset.

Aptitudes

- Self-motivated, you have proven ability to proactively drive project tasks forward and meet deadlines independently, showing initiative in identifying and addressing challenges.
- Flexibility to adapt to changing priorities and effectively manage evolving task requirements, you have proven ability to produce results and navigate the uncertainties inherent in remote work.
- With excellent organizational skills, and the capability to manage multiple tasks simultaneously, you have strong time-management practices that demonstrate your ability to prioritize work effectively to meet deadlines.
- Driven to produce top-quality results, you display sound judgement and resourcefulness in meeting all quality standards and task objectives on-time.
- Demonstrated ownership of tasks from initiation to completion with a proactive approach in identifying and recommending areas for improvement, and a focus on delivering results.
- You have proven proficiency in utilizing remote collaboration tools, marketing content creation tools, and other relevant technologies, along with a willingness and aptitude to quickly learn and adapt to new technologies that enhance output.
- Ability to collaborate and engage in connectivity and positive team dynamics while thriving in a remote work setting and maintaining a positive attitude, adapting to challenges as they arise.

This is an exciting opportunity for an enthusiastic Marketing & Communications Student to contribute to the success of our organization in driving the economic growth of eastern Ontario. We offer competitive compensation, a compressed workweek, remote work, and opportunities for extensive on-the-job learning. If you are a motivated full-time student residing in eastern Ontario with a passion for creating and sharing the stories of local, rural business owners and can bring an innovative approach to marketing and storytelling, we encourage you to apply at info@cfeasternontario.ca.

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January 2024



Community Futures
Eastern Ontario

Développement des collectivités
de l'Est de l'Ontario

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Job Type: Summer student, contract
Salary: \$19.00/hour
Benefits: N/A
Language: English (preference for bilingual candidates)
Schedule: Compressed workweek - Mondays/Tuesdays/Wednesdays 7:30-5:00 and Thursdays 7:30-4:30
Application: Send cover letter + resume together as 1 scanned .pdf document to info@cfeasternontario.ca