



JOB OPPORTUNITY: SUMMER STUDENT / MARKETING ASSISTANT

Posting Date: March 14, 2023 Closing Date: April 6, 2023 at 4:00 pm

Employment Type: Temporary Part-Time, 37.5 hours per week
Length of Term: May 1, 2023 - August 18, 2023
Rate of Pay: \$15 per hour

We are currently seeking a Marketing Assistant to work in our dynamic and fast-paced office in downtown Truro. Outgoing and energetic, with a strong history of project management, event coordination, and content creation, this position provides support on a variety of events and marketing initiatives. Some evening and weekend availability is required.

RESPONSIBILITIES

- Assists with the development and implementation of online advertising including Facebook and Google Ads.
- Develops and monitors online posts for social media channels including Facebook, Instagram, and Twitter to advance the Downtown Truro Partnership's marketing strategy.
- Assists with member engagement and business support activities for over 400 organizations through email communication, site visits, and collaborative conversations.
- Assists with event operations including venue preparation, and responding to problems to resolve them quickly and professionally when they occur.
- Work on beautification projects in Downtown Truro, including outdoor art installations.
- Creating content and assets for our marketing strategy including photography, videography and blog writing.
- Work with the Marketing and Events Coordinator to coordinate logistics including budgeting, sponsorship, volunteer relations, and design and production of marketing materials.
- Help create marketing reports using Google Analytics, Facebook Insights, and other collected data to help improve our overall marketing strategy.

QUALIFICATIONS

- Experience developing and maintaining digital content, social media management, and creating content for digital distribution.
- Experience in event planning and management is strongly desired.
- Experience with working with a WordPress website is preferred, but not required.
- Experience with Canva, Adobe Photoshop, Adobe Lightroom, or Adobe Premiere are a bonus.

COMPETENCIES

- Outstanding written and verbal communication skills, with special attention to spelling and grammar.
- Highly motivated self-starter, with strong organizational and project management skills.
- Ability to multitask while maintaining a high level of accuracy and attention to detail.
- Ability to anticipate and respond to potential issues before they occur.
- Comfortable interacting with the public in a friendly and approachable manner, even in stressful situations.
- A high level of emotional intelligence to diffuse tension in difficult situations.
- Ability to remain calm and productive in a time-sensitive, fast-paced environment.
- Strong problem-solving skills and the ability to prioritize competing, essential tasks.
- Ability to perform event set-up and take-down tasks, including lifting up to 50lbs, repetitive motions, standing at events for long periods of time, and moving from business-to-business in the Urban Regional Core.

ABOUT THE DOWNTOWN TRURO PARTNERSHIP

Truro is an energetic, growing town known as the "Hub of Nova Scotia" because of our central location. Our downtown core offers an idyllic blend of small-town charm and a thriving, modern business community. The Downtown Truro Partnership and the Town of Truro have a unique partnership focused on enhancing the downtown in both appearance and activity. Through an area rate charged to the member businesses, the Town provides the core funding to the Downtown Truro Partnership for the many projects and activities conducted annually that add to the vibrancy and attractiveness of the downtown core.

DIVERSITY STATEMENT

The Downtown Truro Partnership values equity, diversity and inclusion. We seek applicants who are passionate about growing our downtown core, and have backgrounds that reflect our community.

PLEASE NOTE:

This is not an offer of employment; hiring for this position will depend on receiving funding from the Government of Canada under the Canada Summer Jobs program.

Please forward applications to: Saribel Deslauriers at ed@downtowntruro.ca
Closing date for applications: April 6th, 2023 at 4:00pm