JOB POSTING
April 1st, 2021

JobStart, a non-profit agency serving the GTA since 1980, provides a range of employment, mentoring, training and settlement services to job seekers including adults, internationally trained professionals, newcomers to Canada, persons with disabilities, senior, students, women and youth at three locations in Toronto. We also provide a range of recruitment services for employers. Our Mission: *JobStart empowers clients and employers to maximize their potential through participation in a variety of career and personal growth programs and services*.

Job Title: **Summer Research & Social Media Marketing Assistant (2 Positions)**
(Summer Contract Positions - Non-Bargaining Unit)

Supervisor: Manager, Programs & Services **Location:** 2930 Lake Shore Blvd. W. & 41 Chauncey Ave.

Key Responsibilities: The successful candidate will demonstrate excellent interpersonal and teamwork skills; provide superior research, analytical, problem solving and organization skills; demonstrate creativity and innovation; meet deadlines, take initiative, be able to multi task and prioritize workload to fulfill the following responsibilities:

- Support JobStart's social media accounts by contributing to the creation of posts and content, supporting the development and execution of marketing strategies, reviewing social media metrics & designing templates.
- Assist in enhancing JobStart's organizational identity by contributing to engaging and effective posts for our social media platforms by contribute to timely and relevant updates to JobStart's social media platforms including Facebook, Twitter & LinkedIn to increase JobStart's followers
- Assist in identifying and developing relevant topics and stories to post and share by working with staff across all locations and programs to promote & increase social media activity
- Assist with the review and creation of marketing materials; research and identify appropriate marketing channels
- Work with the JobStart's business development team to conduct research, support and contribute to the development of specific proposals for funding opportunities
- Assist with organizing information and material on organization's strategic initiatives
- Continue the previous impact measurement work by:
    - Ensuring the tasks remaining on the impact measurement plan are continued and completed
    - Add new data into existing spreadsheets to update calculated statistics
    - Update impact reports with the most current statistics
    - Monitor data being collected and alert relevant staff of collection and reporting errors
    - Assist staff on how to accurately collect quality data from clients

Qualifications:

- Post-Secondary education in business development / marketing / fundraising experience an asset
- Good command of Microsoft Office products, especially Excel
- Great organizational and task management skills with excellent attention to detail
- Interest in impact measurement with experience in data collection and analysis is an asset
- Great communication, teamwork and interpersonal skills
- Experience with various social media platforms
- Superior research and analytical skills & Experience in community engagement an asset
- Ability to learn quickly, adaptable, flexible, resourceful with the ability to set and meet deadlines and targets

Hours of Work: 21 hours per week (Max 336 hours)
Duration: May 10th, 2021 – August 27th, 2021 (16 weeks)
Salary: $14.25 per hour
Closing Date: May 7th, 2021
Apply to: Yasmeen Tian – Senior Manager, Programs & Services
Email: resumes7@jobstart.org

The above statements are intended to describe the general nature and level of work applicable to this position and are not intended to be an exhaustive list of all responsibilities, duties and skills required.

JobStart welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

JobStart strives to represent the diversity of the community in our hiring practices.
Only those who meet the qualifications above will be considered for this position and invited to an interview.