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www.EarthPath.ca



STUDENT EMPLOYMENT OPPORTUNITY
DIGITAL MARKETING ASSISTANT
CONTRACT: 8-WEEKS, 35 HRS/WK, \$16/hr

OVERVIEW OF JOB

Earth Path is a non-profit organization based in the Ottawa region, dedicated to fostering meaningful relationships between people and the natural world. Since 2013 we have offered programs for people of all ages, including nature school programs for children, field walks for adults, and workshops for teachers, aiming to support the growth of healthy, whole communities.

Earth Path is seeking a youth intern as Digital Marketing Assistant (on summer contract) to assist with the marketing of its nature programs, in order to inform the public about the ecology and recreation opportunities we offer at Just Food Farm and Green's Creek natural area. Under the supervision of our Executive Director and Assistant Director, you will use your expertise in digital marketing and graphic design to update content on Earth Path's website, create promotional materials that convey our values and the work we do, manage social media posts, and inspire people with stories of nature connection. This position is for skilled youth who are passionate about marketing, social media, and/or graphic design, and who care about people and the natural world.

DUTIES AND RESPONSIBILITIES

- Update Earth Path's website with new content, including improved graphics, photos, videos, and educational materials;
- Document highlights of our nature programs by taking photos and videos and posting on social media;
- Create a short promotional video of Earth Path's programs;
- Design an Earth Path banner for community events;
- Design a new promotional brochure;
- Trouble-shoot technical issues related to Earth Path's online registration system and website.
- Be part of Earth Path's culture of feedback: open to giving, receiving, and integrating feedback from colleagues, and confronting challenges/conflict in a respectful, caring way;
- Complete a daily check-in with your supervisor and attend staff meetings (in person or by phone) as needed;
- Complete an exit evaluation at the end of your contract to help us improve.

PREFERRED SKILLS/QUALIFICATIONS

- Experience in Communications, Marketing, Graphic Design, Business Administration or a related field.
- Computer literate, proficient with social media and software such as Microsoft Office suite, Movie Maker (or equivalent), Adobe Illustrator, Facebook and Instagram, **or willingness to learn.**
- Excellent verbal and written communication skills (grammar, spelling, appropriate style for audience).
- Proficiency in updating websites, especially Wordpress, **or ability to learn.**
- Proactive and well-organized, with excellent interpersonal skills and judgment.
- Artistic inclinations and creative, with an eye for detail.

SPECIFICATIONS

- A valid Vulnerable Sector Check from the Ottawa Police Service is required before job start.
- **Preference will be given to applicants** who self-identify as a member of a group that is underrepresented or faces additional barriers to the labour market: recent immigrant and refugee youth, youth previously never employed, Indigenous youth, and women in STEM. **However**, all interested are encouraged to apply.

CONTRACT TERM AND LOCATION

Start Date: as soon as possible

Duration: 8 weeks

Pay Rate: \$16/hr at 35 hrs/week

Work Location: Office at 2391 Pepin Court (Just Food Farm), Gloucester (east Ottawa)

ELIGIBILITY CRITERIA

The successful applicant must be an individual who:

- is between 15 and 30 years of age (inclusive) at the start of employment;
- is a Canadian citizen, permanent resident, or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act* and;
- is legally entitled to work according to the relevant Ontario legislation and regulations.

*International students are not eligible. Recent immigrants are eligible if they are Canadian Citizens or permanent residents.

TO APPLY: If interested in joining our team, please send your cover letter and resume to Bryarly McEachern at jobs@EarthPath.ca **ASAP**. Applications will be considered as they are received, until position is filled. Contact us at 613-858-8822 if you have questions. We thank all those who apply. Only those selected for further consideration will be contacted.