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**STUDENT EMPLOYMENT OPPORTUNITY
DIGITAL MARKETING ASSISTANT
CONTRACT: 7-WEEKS, 30 HRS/WK**

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 student 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 Program Coordinator, you will use your expertise in digital marketing and graphic design to improve 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 post-secondary students who are passionate about marketing, social media, and/or graphic design, who care about people and the natural world.

DUTIES AND RESPONSIBILITIES

- Devise a brief 2018 marketing strategy in collaboration with our Communications Committee to increase public awareness of Earth Path's programs;
- Update Earth Path's website to improve the experience for users on different devices;
- Document highlights of our nature programs by taking photos and video;
- Assist with tactfully promoting Earth Path's programs and maintaining our social media accounts, including scheduling, posting content and sharing posts;
- Create a short promotional video of Earth Path's programs;
- Design an Earth Path t-shirt and sandwich board sign for events;
- Design a new business card and promotional brochure;
- Perform clerical tasks such as printing documents, editing/drafting forms and maintaining our MailChimp contact database;
- 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

- Currently enrolled full-time in a post-secondary education program, preferably in Communications, Marketing, Graphic Design, Business Administration or a related field.
- Proficient with social media and presentation software such as Microsoft Office suite, Movie Maker (or equivalent), Facebook and Instagram, or willingness to learn.
- Excellent verbal and written communication skills (grammar, spelling, appropriate style for audience).

- Basic proficiency in website building or willingness to learn.
- Proactive and well-organized, with excellent interpersonal skills and judgment.
- Artistic inclinations and creative, with an eye for detail.
- Computer literacy, including effective working skills with MS Word, PowerPoint and internet.
- Additional desirable qualifications: experience and competence in graphic design.

SPECIFICATIONS

- A valid Vulnerable Sector Check from the Ottawa Police Service is required before job start.
- **Preference will be given to applicants who are considered a “priority student” from the following groups:** Indigenous students, students who are members of a visible minority, and students who are new immigrants/refugees.

ELIGIBILITY CRITERIA

The successful applicant must be an individual who:

- is between 15 and 30 years of age (inclusive) at the start of employment;
- has been registered as a full-time student during the preceding academic year;
- intends to return to school on a full-time basis during the next academic year;
- 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.

*Foreign students are not eligible.

CONTRACT TERM & LOCATION

7 weeks, 30 hrs/ week. Pay rate: \$15/hr

This contract starts ASAP, as soon as the position is filled.

Work location: Just Food’s shared office, 2389 Pepin Court, Ottawa

TO APPLY: If interested in joining our team, please send your cover letter and resume to Bryarly McEachern at jobs@EarthPath.ca by **May 22, 2018 or 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.