



EMPLOYMENT OPPORTUNITY

Marketing and Research Assistant – Youth Internship

One (1) Year Contract (Union) Position

Job Posted: January, 17, 2012, Closes: February 1, 2012

Salary Range: \$17.82/hr - \$20.13/hr (under review)

We are looking for an enthusiastic, energetic individual with knowledge in marketing, data collection or research, and who possesses strong written and verbal communication skills.

This full-time (35 hours per week) position is partially funded by FedNor's Northern Ontario Development Program. To be eligible for this position, you must meet the following criteria:

- Be an unemployed or underemployed youth between the ages of 15 and 30
- Have graduated with a degree or diploma from a post secondary institution within the last three years
- Be legally entitled to work in Canada
- Have not been previously employed under a FedNor Youth Internship funding agreement, or other Federal or Provincial internship with pay for a period of six (6) months or more.

Desired Qualifications:

- Well developed computer literacy and web design skills
- Excellent oral and written communication skills
- Ability to demonstrate initiative
- Ability to work with all partners of the Town of Gravenhurst; including the Gravenhurst Chamber of Commerce, BIA and other community partners
- Marketing, research and data management skills
- Strong organizational and analytical skills
- Ability to demonstrate a high degree of professionalism
- Preference will be given to candidates who have an educational or experiential background in marketing, promotions or research

Job descriptions are available for this position at the Municipal Office, 3-5 Pineridge Gate, Gravenhurst. Information can also be accessed on our website, www.gravenhurst.ca.

Please submit your cover letter and resume including two (2) references, no later than **4:30 p.m. on Wednesday, February 1, 2012 to:**

Town of Gravenhurst
3-5 Pineridge Gate
Gravenhurst, ON P1P 1Z3
Attention: Human Resources
705-687-7016 (FAX)
humanresources@gravenhurst.ca

We thank all the applicants, but only those considered for an interview will be contacted.

JOB TITLE: MARKETING AND RESEARCH ASSISTANT - YOUTH INTERNSHIP

REPORTS TO: Community Economic Development Officer

PRIMARY PURPOSE OF JOB:

- The Marketing and Research Assistant is responsible for a wide range of duties pertaining to marketing, promotions, data collection and research; including social media, web design and data management.

WHO IS ELIGIBLE:

Unemployed or underemployed youth (under the age of 30) who have graduated with a degree, diploma or certificate from a post-secondary institution within the last three years, not previously employed under a FedNor Youth Internship Initiative funding Agreement, and are legally entitled to work in Canada. This is a one-year contract position that is partially funded by FedNor's Youth Internship Program.

NORMAL ENTRANCE QUALIFICATIONS:

- Well developed computer literacy and web design skills
- Excellent oral and written communication skills
- Ability to demonstrate initiative
- Ability to work with all partners of the Town of Gravenhurst; including the Gravenhurst Chamber of Commerce, BIA and other community partners
- Marketing, research and data management skills
- Strong organizational and analytical skills
- Ability to demonstrate a high degree of professionalism
- Preference will be given to candidates who have an educational or experiential background in marketing, promotions or research

%	KEY ASSIGNMENTS:
35	1. Assist with the implementation of the Economic Development Strategy
25	2. Gather and analyze data for use by the Economic Development Department
25	3. Assist with the ongoing Marketing of the Town
10	4. Assist with the development and expansion of Social Media programs
5	5. Assist with special projects and perform other duties as assigned. Accept and participate in training opportunities as they are provided.

DESCRIPTION OF ACTIVITIES:

- I. Assist with the implementation of the Economic Development Strategy by helping to gather baseline data for the priorities laid out in the strategy, gathering information on event demographics to support and Economic Impact Analysis of Event offerings, developing a photo and video library for the Town, providing support, where needed, to implement priorities of the Economic Development Strategy. Liaising with the CEDO, the Intern will, research new and alternative ways of distributing promotional material, attend trade shows, conferences and events representing the Town, where needed, assist with the creation of newsletters, communication pieces and overall customer service tools.
- II. Assist the Community Economic Development Officer and Community Events Facilitator with the development and implementation of survey tools to track the success of marketing programs, community projects and events, building a library of key data and studies, developing databases for customer service management, and gathering information to support priorities laid out in the Economic Development Strategy.
- III. Provide a key component of research to the Economic Development Department. Assist

with the development of targeted marketing materials supporting the Marketing Plan. Source out existing best practices pertaining to Centres of Excellence in a variety of backgrounds, specifically for business arts, travel and tourism, and health sciences. Research event development and other community enhancement projects. Research synergies that can be implemented in Gravenhurst, while developing a library of existing and potential advertising opportunities.

- IV. Assist with the development and expansion of Social Media programs by looking for ways to further expand and streamline social media opportunities as well as maintain the ongoing updates to the Town's various programs and websites.
- V. Assist with special projects and perform other duties as assigned. Accept and participate in training opportunities as they are provided.