

Village on Main Community Improvement District
175 Main Street, #208, Dartmouth, NS B2X 1S1
902-407-3533
graziella@villageonmain.ca
Summer Job Description

Position: Marketing Coordinator

Salary: \$15.40/hour for 35 hours per week

Dates: May 16, 2022 to July 22, 2022

Hours: Regular office hours are 9:00am-5:00pm M-F; although work availability is 35 hours per week that may require regular Saturdays and Sundays. Any overtime accrued will be reimbursed with time off.

Basic Qualifications: Job experience in marketing &/or communications with strong social media management is preferred. Good written, oral communication and organizational skills; personable and professional presence and the ability to multitask projects simultaneously. Must be between the ages of 15 to 30 (as per [Canada Summer Jobs](#) Program).

Position Profile: Under the supervision of the Communications & Marketing Manager, assist in the planning, design and implementation of digital marketing materials, promotional projects and events. Act as a liaison between the Village on Main, its members and the wider community.

Position Description

Marketing & Promotions

- Assist in the overall promotion of the Village on Main through program development and delivery
- Create, interview, record and edit a series of videos and other digital content creation for social media that features our member businesses
- Assist in the management of additional social media postings including taking and sharing photographs & creation of videos.
- Assist in the design, writing and preparation of promotional and information materials about the VOM and its events
- Assist in the management of ongoing projects and events
- Analyze communications opportunities and provide recommendations to be incorporated into a communications plan

Administrative Duties

- Attend VOM meetings as deemed necessary by the Executive Director
- Assist the Communications and Marketing Manager with projects and events
- Ensure accurate records and reports are kept and submitted at the end of the summer

Knowledge

- Familiar with strategic planning, public relations and communication strategies
- Experience in the planning of a wide range of activities and events
- Working knowledge of computers and word processing software including Power Point, Excel, video editing and content management websites.
- Familiarity with the Village on Main community and its geography
- Familiarity with the goals and objectives of a Business Improvement District (BID)

Ability

- To communicate efficiently and professionally with others: both written and orally
- To work both independently and as a member of a team
- To multitask
- To be self-motivated, demonstrating initiative and imagination
- To work with tight timelines

To apply, please email resume to graziella@villageonmain.ca with the subject line "Application for Marketing Coordinator"