



Marketing, Design & Website Assistant

Summer Career Placement

*Applicant must be a student between 15 & 30 years of age who attended school full-time last year, and will be returning to school in the fall of 2010

*Applicants must ensure that their qualifications are relevant to the position criteria.

POSITION: Marketing, Design & Website Assistant **HOURLY WAGE:** To Be Determined, Based on Experience

LOCATION: Etobicoke

JOB SPECIFICATIONS

OBJECTIVE:

The successful candidate will provide graphic design and marketing support for the organization.

Duties will include:

- Provide support in development of e-newsletters, e-flyers, and other promotional activities
- Design and update marketing and sales material
- Assist the marketing team with direct mail and e-marketing campaigns
- Assist in coordination of sales, marketing and training plans and programs
- Assist in development of sales proposals; PowerPoint presentations
- Assist with layout and updates of training materials, job aids, and PowerPoints
- Update content or enhance website search engine optimization capabilities
- Support the development of social media and interactive tools for training programs and website

SPECIFIC RESPONSIBILITIES:

- Design and coordinate marketing campaigns or communications as required
- Assist with marketing projects and ad campaign development
- Assist with the production of manuals and workbooks (graphics and Word format)
- Update marketing material and design new material
- Participate in project teams for marketing initiatives and business development activities
- Conduct research on-line or via other channels as required
- Assist with training sessions, including luncheons, refreshment services, room setup, clean up and tear down when needed.
- Support President & CEO, V.P. Client Services, or Director Learning & Development as required

SKILLS:

- Well organized and a self-starter with strong multi-tasking abilities
- Excellent oral and written communication skills
- Good time management skills with the ability to prioritize
- Good interpersonal skills
- Ability to work effectively with other members of OTEC, as well as function independently
- Excellent computer skills, including MS Word, Excel, Access, and Powerpoint – previous data entry experience
- Proficiency in Dreamweaver, Pagemaker, Illustrator; Indesign, and Photoshop is an asset
- Marketing, advertising, e-business or graphic designed education/background is required

Location of office: 21 Four Seasons Place, Suite 300, Etobicoke, Ontario M9B 6J8, www.otec.org