



CANADIAN
CENTRE FOR
RURAL CREATIVITY

Canadian Centre for Rural Creativity (CCRC)

ruralcreativity.org

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JOB DESCRIPTION

Marketing Assistant

Job Title	Marketing Assistant
Location	Virtual
Position Status	Full-Time (35 Hours per Week) Summer Employment (8 Weeks)
Reports to	CCRC Executive and Creative Director

JOB STATEMENT

Reporting to the Executive and Creative Director of the Canadian Centre for Rural Creativity, the Marketing Assistant will create and develop marketing and communications materials to support the activities and objectives of the organization. Responsible for creating content for CCRC social media channels as well as building the organization's online presence. Specific tasks include creating a content calendar, preparing online posts, promotion of existing CCRC content, such as podcasts and conference material, and making regular updates to the organization's website. In this role, the incumbent will help plan a one-day strategic planning event to be scheduled for the fall of 2023 in preparation for the Rural Talks to Rural 2024 (R2R24) conference. Works under the supervision of the Executive and Creative Director as well as specified members of the Board of Directors as required. Incumbent is self-motivated, works well alone and in remote/virtual environments, and thrives in dynamic environments.

ESSENTIAL FUNCTIONS

1. Develop and execute a marketing plan (including social media) for the organization.
2. Work with various staff, Board Members, and project team leads to coordinate the promotion of organizational activities.
3. Develop content calendar for social media channels to be carried out over a 12-month period.

4. Create content and update the CCRC website to reflect current activities.
5. Plan and coordinate the one-day R2R24 strategic planning event
6. Work with other staff members and assist where needed on organizational projects.

JOB SPECIFICATIONS

Education and Experience

1. Enrolled or completed educational studies in marketing, communications, creative arts, rural studies, audio/visual production, or related field.
2. Experience in, or passion for, creativity, art, rural development, dissemination of knowledge, and the enrichment of rural spaces.

Knowledge, Skills, and Abilities

1. Understanding of Facebook/Twitter and other social media platforms. Comfortable creating and distributing content via these channels.
2. Understanding, or ability to learn, Wordpress website platform.
3. Comfort with online meeting software such as Google Meet or Zoom.
4. Strong computer skills. Knowledge of Microsoft Office, Google Workspace, and graphic design tools.
5. Ability to express ideas and information through verbal and written communication. Professional writing and presentation style.
6. Strong analytical, critical thinking, and problem-solving skills.
7. Ability to work alone. To plan and organize tasks in the pursuit of organizational objectives.
8. Excels in a non-profit atmosphere. Ability to work under volunteer board supervision.

WORK ENVIRONMENT

CCRC works virtually and this position is “work from home”. The CCRC is based in Ontario and operates in the Eastern time zone.

COMPENSATION

The hourly wage for this position is \$15.50 per hour plus vacation pay.

POSITION DEPENDENT ON FUNDING ALLOCATION

Position is pending funding approval.

EQUITY, DIVERSITY, AND INCLUSION STATEMENT

The Canadian Centre for Rural Creativity (CCRC) is committed to the principle of equity in employment and encourages applications from underrepresented groups including women, Indigenous Peoples, visible minorities, persons with disabilities, persons of any sexual orientation or gender identity, and others with the skills and knowledge to productivity engage

with diverse communities. CCRC is committed to providing accommodations throughout the recruitment process. If you require accommodation, please notify the organization and we will work with you to meet your expressed needs.

ELIGIBILITY

This position is funded through the Canada Summer Jobs Program

To be eligible, youth must:

- be between 15 and 30 years of age at the beginning of the employment period,
- be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment,
- have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

In accordance with Canadian immigration requirements, all qualified candidates are encouraged to apply; however, those legally authorized to work in Canada will be given priority.

HIRING PROCESS

Interested applicants are encouraged to submit their resume and cover letter via email. For more information contact Peter Smith at peter@ruralcreativity.org.

Submissions will be accepted until position is filled. Initial review of applications will take place May 18, 2023.