

**JOB AD**  
**Student Marketing Coordinator**

**Organization:** Ontario Place Corporation

**City:** Toronto, Ontario

**Job Term:** April 2021 – September 2021 (Term varies depending on position)

**Salary:** \$14.25 - \$15.10 per hour

**Hours:** 36.25 hours / week

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- Are you a student looking for an opportunity to build your career over the summer? Are you passionate about making a difference?
- Ontario Place Corporation (OPC) is seeking a motivated individual that can apply planning, coordination and time management skills to support marketing campaigns, coordinate and schedule a range of activities and ensure deadlines are met.

AMENDMENT: Please note the posting period has been extended.

**What can I expect to do in this role?**

This position will support strategic social media, marketing, and communications in different program areas, and will require you to be fluent and up-to-date in digital marketing.

**Work Description:**

**Working closely with the Marketing team, you may have the opportunity to work on the following activities:**

- Manage the brand and visual identity
- Assist in planning and managing marketing campaigns materials in all media (online, interactive, print, etc.) as required, all advertising initiatives.
- Assist in developing and implementing strategies that align with the latest marketing and advertising trends
- Assist in daily management of various social media accounts (Facebook, Twitter, Instagram), including copywriting, photo editing, etc.
- Manage and update website content to ensure it is up to date with current information relating to onsite activities, events, etc.
- Manage event and theater listings on external websites
- Participate in, and/or assist with, marketing-related meetings and project teams.
- Plan, organize, coordinate and manage daily assigned work.

**Qualification Requirements**

**How do I qualify?**

**Mandatory**

1. **Student Status:** All summer jobs require a “student” status. A student is defined as someone enrolled in a secondary or post-secondary institution (currently or for the fall semester) or has graduated within the past six months. If you graduated in January, you could apply for and start a summer student position in the Ontario Public Service up until June of that year.

2. **Age:** You must be a minimum of 15 years of age. Certain positions require you to be at least 18 years old. There is no maximum age limit for applying to summer student positions. Age parameters will be provided on the job advertisement and you must meet all age requirements by May 1<sup>st</sup>.
3. **Residency:** You must be a resident of Ontario during the term of employment.
4. **Work Status – Ability to Work in Canada:** You must be legally entitled to work in Canada. You are also required to have a valid Social Insurance Number (SIN) upon being hired.

## **Skills**

### **Communication and Interpersonal skills:**

- You apply your written communication skills to document findings, record data, and prepare a variety of documents (e.g. reports).
- You apply your verbal communication skills to communicate and share your knowledge with staff.
- You apply your initiative and interpersonal skills to work collaboratively within a multi-disciplinary team.

### **Technical Skills and Knowledge:**

- You apply your experience using Microsoft Office applications, such as Word and Excel (spreadsheets), as well as web reporting tools and software, email and the internet to conduct online research and prepare a variety of documents using information gathered online.
- You have a solid understanding of the roles of various communications channels and how social media relates.
- You have knowledge of and experience with writing, editing, and proofreading various communication documents.

### **Research, Problem Solving and Analytical Skills:**

- You use the internet and other sources to gather and aggregate data, analyze and input data findings, and summarize information.
- You input data accurately and generate reports, paying close attention to details.

### **Organizational Skills:**

- You apply your planning and organizational skills to collect, organize, review, and verify information/data through review of files, reports, and other means.
- You apply your planning, coordination, and time management skills to support multiple projects and plan, coordinate, and schedule a range of activities, ensuring deadlines are met
- You work independently or as part of a team; you plan, organize, and prioritize your work to meet competing deadlines.

## **Conditions / Environment:**

Work is typically performed in an indoor environment.

## **How to Apply**

Please submit a resume and cover letter to [hr@ontarioplace.com](mailto:hr@ontarioplace.com) quoting the position number and title: **Job # 3247 – Student Marketing Coordinator** in the subject line.

The deadline to apply is **Monday February 15, 2021 11:59 pm EST**. Late applications will not be accepted. We thank you for your interest. Only those selected for further screening or an interview will be contacted. For additional information about Ontario Place, please visit [www.ontarioplace.com](http://www.ontarioplace.com)