

## **Marketing & Community Education Assistant (Summer Student) –Job Posting**

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### **About CMHA**

The Canadian Mental Health Association (CMHA) holds a unique position in Alberta. Every day it acts as a bridge between the medical world and the wider community. By maintaining a focus on client-centered work, CMHA is a national leader in mental health awareness and education, peer support, suicide prevention, and rural mental health service delivery. In a wide variety of approaches and venues, CMHA's evidence-based programs and resources build awareness, reduce stigma, and build resiliency and supports recovery.

### **What you will gain from working at CMHA.**

- An opportunity to make a difference in your community
- Commitment to a flexible and supportive work environment
- Paid support for professional growth and development
- A opportunity to work with a great team

### **Position Description**

The Canadian Mental Health Association is seeking a Summer Student to join our team for an 8-week period, working 30 hours a week. This position is funded through the Services Canada Job Grants funding. It is open to students returning to post-secondary education in the fall of 2018.

Reporting to the Marketing & Community Education Strategist (MCES), the Marketing & Community Education Assistant performs a variety of marketing and event planning tasks, assisting with the coordination and rollout of fundraising/awareness campaigns with a heavy focus on social media. This position assists specifically to create and highlight awareness about mental health through a variety of mediums, as well as to break down stigma and encourage discussion.

### **Role Responsibilities**

- Assist both creatively and administratively with visual content and digital marketing campaigns
- Provide support in managing the social media events calendar
- Optimize and post content on social media channels to increase audience engagement and awareness.
- Develop informational, marketing, and promotional materials using a variety of media, including newsletters, brochures, infographics, fact sheets, announcements, advertisements, pamphlets, photographs, articles, reports, charts, graphs, and videos where required
- Create and update existing templates for a variety of communications (including but not limited to donation request letters, thank you letters, press releases, invitations, event summaries, etc)
- Monitor, analyze and produce reports that measure the impact of media, content and organic search programs, and trends in communication tools;
- Fact-check and copy edit functions to produce high-quality, outward-facing content
- Ensure marketing materials and communications meet established brand standards
- Support event planning and coordination at internal and external events

### **Skill Requirements**

- Strong understanding of social media campaign management
- Computer literate with proficiency in Microsoft Office Suite, Adobe Programs and the use of Social Media sites and capable of creating Excel spreadsheets encrypted with formulas
- Working Knowledge of WordPress (site updating, plugins, and troubleshooting)

### **Canada Summer Job Grant Criteria:**

- Must be between 15-30 years of age (inclusive) at the start of employment
- Must have been registered as a full-time student during the preceding academic year
- Intends to return to school on a full-time basis during the next academic year
- Is a student in a secondary, post-secondary, vocational or technical program
- Is a Canadian citizen, permanent resident or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act (note: foreign students are not eligible)
- 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

### **Other Requirements**

- Qualified applicants must complete clearance checks prior to start of work, including RCMP Vulnerable Sector Check and Child Welfare Check.

### **Application Process**

Submit a resume and cover letter to [operations@woodbuffalo.cmha.ab.ca](mailto:operations@woodbuffalo.cmha.ab.ca) Please put “**Marketing & Community Education Assistant – Summer Student**” in the subject line. The attachments should be in MS word or PDF format. For more information, please email the above e-mail address.

The Job posting will be open until 4:00 PM MDT on May 28, 2018. Only successful candidates will be contacted.