

LET'S TALK SCIENCE POSITION POSTING

Position Title: Marketing Assistant

Position Status: Full-time, one-year contract that may be extended

Closing Date: Position will remain open until filled; however; applications are encouraged by 11:59 pm ET on February 12, 2023

THE OPPORTUNITY

Let's Talk Science is an award-winning, national charitable organization focused on education and outreach to support youth development. Let's Talk Science believes equity, diversity and inclusion strengthen the community and enhance excellence, innovation and creativity. We are committed to employment equity, building a diverse workforce and accessibility for all employees and program participants. Through the creation and delivery of unique learning programs and services that engage children, youth and educators in science, technology, engineering and math (STEM), staff and volunteers support learning and skill development. Committed to inspiring and empowering youth in Canada to develop the skills they need to participate and thrive in an ever-changing world, Let's Talk Science offers programs, resources and services that motivate all ages to fulfill their potential and prepare them for future careers and roles as citizens. For close to three decades Let's Talk Science has excited and inspired children, youth, educators and volunteers in STEM, surpassing 13.8 million interactions.

We invite you to visit our website letstalkscience.ca to learn more about our organization including our historical and ongoing commitment to equity, diversity, inclusion and accessibility (EDIA) (<https://letstalkscience.ca/about-us/equity>). We also ask that you consider completing a brief questionnaire to help us build and measure our efforts to attract members of Equity Deserving communities to employment with Let's Talk Science at <https://questionpro.ca/t/AB3unpnZB3uwj1>.

Benefits and Perks of Working at Let's Talk Science

- Competitive salary and flexible hours
- Hybrid work option with support for set-up and connectivity – Must be in London or surrounding area to attend the Let's Talk Science located in London, Ontario
- Starting with 3 weeks' annual vacation plus a 2 week paid closure over the December–January holiday period
- Comprehensive group benefit package, including health, dental, vision, life and critical illness
- Training to support our commitment to EDIA

POSITION

The Marketing Assistant supports the Marketing Team by assisting with coordinating and creating both internal and external marketing initiatives and program materials to support the School Board Liaison group. The incumbent will also provide administrative support to the School Board Liaisons.

Responsibilities:

Marketing

- Work with Marketing Officers to develop presentations and design promotional materials that support School Board Liaison audiences, goals and targets, and maintain brand consistency and standards in English and French
- Create and implement MailChimp campaigns and analyze campaign data to make recommendations to the School Board Liaisons to adjust campaigns to increase conversion
- Establish editorial content processes to ensure regular coordination of program and event opportunities to school boards across Canada, government partners and affiliates
- Collaborate with Marketing Officers and Social Media Team to develop marketing campaigns that support pre, during, and post-event activities at educator conferences

- Manage contacts within CRM and assets within digital asset management system
- Work collaboratively with other departments and staff on initiatives and tasks

Administration

- Assist with planning and executing events, trade shows, and webinars
- Ensure Let's Talk Science electronic and hard copy presentation or communications materials for meetings and events are up-to-date, in supply, and distributed as needed
- Schedule appointments, make travel arrangements, and process expenses for School Board Liaisons
- Support Let's Talk Science presence at conferences and events including completion of booking forms, coordination of materials, purchasing and replenishing supplies; updating content; and arranging shipping to locations as appropriate

Technical skills

- Proficient in Google Suite and Microsoft Office
- Graphic design experience in programs such as Canva and InDesign
- Knowledge of customer relationship management software
- Experience with programming languages such as, Drupal and HTML

Requirements/Qualifications

- Community college diploma in Marketing or Business Management/Administration
- Some administration or marketing assistant experience an asset
- Excellent writing and editing skills
- Exceptional attention to detail with excellent planning and time management skills while working independently and with ambiguity
- Enjoy analyzing campaign data and adjusting tactics based on this information
- Good understanding of social media platforms
- Bilingual, English-French considered an asset

Skills and Abilities

- Flexible with the ability to adapt to changing circumstances and priorities of a dynamic and growing organization
- Ability to take initiative and problem solve
- High energy, positive outlook and results driven with an interest in taking ownership and assuming accountability
- Naturally organized, self-starter with a system thinking orientation and strong project coordination skills to coordinate work on multiple projects and for multiple people, some of whom work from virtual offices
- Demonstrated customer service orientation with strong interpersonal and communication skills, both written and verbal

Working Relationships

- Reports to the Director, Marketing
- Works closely with the Communications and Marketing teams, School Board Liaisons as well as other Let's Talk Science staff members
- Interacts with vendors as appropriate

Let's Talk Science has a mandatory COVID-19 vaccination policy in place. Therefore, it is expected that the successful candidate will produce confirmation of vaccination or proof of a valid human rights exemption.

Interested candidates should submit their resume and cover letter (including salary expectations) quoting "Marketing Assistant" as outlined below by 11:59 pm ET on February 12, 2023 to:

Shawna Agathos
Manager, Human Resources, Let's Talk Science
1510 Woodcock Street, Unit 12 London ON N6H 5S1
Or via email: hr@letstalkscience.ca (please submit all documents in one pdf file)
FAX: (519) 474-4085

Equity Statement

Let's Talk Science is committed to implementing the Calls to Action framed by the Truth and Reconciliation Commission. We acknowledge the shared lands we live and work on across Canada and that our national office is situated on the traditional territory of the Haudenosaunee, Wyandot and Anishinaabe.

Let's Talk Science values the diverse and intersectional identities of its stakeholders and staff. Let's Talk Science believes equity, diversity and inclusion strengthen the community and enhance excellence, innovation and creativity and is committed to accessibility for all employees. We are committed to employment equity and building a diverse workforce reflective of Canadian society that will enrich our work and learning environment. Let's Talk Science seeks applicants who embrace our values of equity, anti-racism and inclusion. As such, we encourage applications from candidates that have been historically disadvantaged and marginalized, including applications who identify as First Nations, Métis and/or Inuit/Inuk, Black, racialized, a person with a disability, women, and/or 2SLGBTQ+.

All qualified applicants are encouraged to apply; however, in accordance with Canadian immigration requirements, Canadian citizens and permanent residents will be given priority. We are committed to providing accommodation to those with a disability or medical necessity. If you require an accommodation in order to participate in the recruitment process, please notify us and we will work together on the accommodation request. We thank everyone for their expression of interest and are truly appreciative of the time individuals put into applying. However, with the limitations on time only those selected for an interview will be contacted.