



Job Description: Marketing Assistant
Canada Summer Jobs Position (8 weeks)
Must be between 15 and 30 years of age

Position: **Marketing Assistant**
Summer Position, 35h per week. Some evenings/weekends may be required

Reports to: Program Director

Rate: \$14.25/h, plus 4% vacation pay

Contract: 8 week contract

Apply: By **June 15, 2021 at 5pm**, to admin@bsamcanada.ca. **Please attach a portfolio, link to your website or work that demonstrates your qualifications.** Only those selected for an interview will be contacted. If you require accommodations, please email us at admin@bsamcanada.ca

Job Summary:

Scadding Court Community Centre, in collaboration with Black Speculative Arts Movement (BSAM) Canada is looking for a **Marketing Assistant**.

BBSAM Canada is a nonprofit based in Toronto, which aims to empower, elevate, and evolve outlets of representation for artists of Black African and Afro-Caribbean descent who push imaginative boundaries of Blackness within the arts and education industries.

The **Marketing Assistant** will ideally possess a strong knowledge to help plan and implement marketing and advertising activities, including assisting with the construction of a social media campaign. Responsibilities include analyzing market research and audience behavior, creating spreadsheets to collect and display quantitative data in an accessible manner, and working closely with the Social Media Assistant. We are looking for someone who is preferably Toronto-based and Black or Indigenous to align with our mandate of providing opportunities for marginalized artists within the industry.

This will be a work from home position, with potential flexibility for in-person work should COVID restrictions be lifted.

Responsibilities:

- Work closely with BSAM Canada executive team to design and implement social media campaigns
- Monitor analytics with the social media team member to identify viable ideas
- Conduct market research to identify new opportunities
- Gather and analyze audience behaviour data (e.g. web traffic and rankings)
- Create reports on marketing and sales metrics, like conversion rates
- Assist with organizing promotional events
- Keep organized records of marketing metrics and results of past campaigns

- Monitor the marketing campaigns of other organizations closely related to BSAM Canada to suggest improvements

Qualifications:

- Degree or working towards a degree in Marketing or a relevant field
- Knowledge of marketing digital tools and techniques
- Experience with SEO
- Strong knowledge of MS Excel, web analytics (including Google)
- Strong communication and presentation skills
- Strong analytical skills
- Possess some creative design insight
- Verbal and written proficiency in multiple languages an asset
- Own computer, access to internet and quiet workspace

Scadding Court Community Centre is an equal-opportunity employer.
Visit scaddingcourt.org to learn more about who we are and what we do.