

Job Title: Digital Marketing Officer

Start Date: May 16, 2022

Term: 10 months

Location: Virtual, based in Northeastern Ontario

Salary: \$35,000 - \$38,000 annually

Reports to: Communications Director

ORGANIZATION SUMMARY

reThink Green is a non-profit hub based in Greater Sudbury driving environmental action through information and inspiration. We connect ideas, partners, and resources to help build sustainable communities in Northeastern Ontario and beyond. By bringing together the grassroots, non-profits, businesses, and government, reThink Green creates community networks which stimulate creative collaboration and dialogue around local and global environmental issues. We empower people and organizations to meet their environmental and sustainability goals.

JOB SUMMARY

The Digital Marketing Officer will work with reThink Green's Communications department to boost participation in our programs (Green Economy North, Smart Green Communities, Northern Home Energy Assessments, Travelwise) and events (Earth Festival, Commuter Challenge).

DUTIES

Digital Communications (25%)

- Assist the development and implementation of a digital communications strategy.
- Create and maintain a communications calendar that balances the needs of all programs and events.
- Increase engagement, reach, and brand identity of all social media accounts and platforms.

Program Promotion (25%)

- Identify and grow target audiences for all programs
- Promote and host online information sessions to promote key programs (Green Economy North, Northern Home Energy Assessments, Travelwise).

Event Planning and Promotion (25%)

- Support the delivery of our signature events including the Earth Festival, Regional Business Forum, and Sustainability Awards.

- Logistics and contingency planning for hybrid events, ensuring that in-person and online audiences are engaged and informed.
- Increase event support from corporate sponsors.

Content Creation (25%)

- Assist the Communications team in developing promotional content (graphics, social media posts, advertising, pamphlets).
- Catalogue and manage existing assets including videos, graphics, and media archives so they can be used effectively.

EDUCATION AND EXPERIENCE

Post-secondary education in communications, science communication, journalism, graphic design, visual communications, marketing and/or related fields.

Demonstrated experience in digital brand development.

Excellent oral presentation skills.

Understanding of the various marketing platforms, including traditional media and social media.

Experience planning, promoting, and delivering community events.

Knowledge of environmental issues, sustainability, and the low-carbon economy is an asset.

Ability to work in French and English is a significant asset.

KEY SKILLS AND CHARACTERISTICS

Communication Skills: Excellent communication skills (oral and written), excellent presentation and facilitation skills. French language skills are an asset.

Project Management Skills: Conscientious and detail-oriented; ability to plan, strategize, set goals, develop work plans, work efficiently and track progress; strong leadership and ability to work independently; ability to multi-task and assist with multiple projects and initiatives; initiative to explore new ideas and create new opportunities; ability to make decisions and resolve problems.

Interpersonal Skills: Establish and maintain positive working relationships with others, both internally and externally. Anticipate, understand, and respond to the needs of clients to meet or exceed their expectations. Work cooperatively and effectively with others to set goals, resolve problems, and make decisions.



Adaptability: Demonstrate a willingness to be flexible, versatile, and adapt to a changing work environment while maintaining effectiveness and efficiency. Ability to learn new technologies and master new skills.

ELIGIBILITY

Because of our funding, all applicants must meet the following eligibility criteria:

- Post-secondary graduate
- Must be between the ages of 18-30 at the beginning of employment.
- Be legally entitled to work, in Canada.
- Must be currently unemployed, underemployed, or hold part-time employment.

REMOTE WORK

This position will be based from the candidate's home office. All applicants must have reliable connection to internet. reThink Green does not offset the cost of internet. Residents of Northern Ontario strongly preferred.

HOW TO APPLY

Please send your cover letter and resume to info@rethinkgreen.ca.

Interviews will begin May 11th 2022, and continue until the position is filled.

While we thank all applicants, only those invited for an interview will be contacted. reThink Green is an equal opportunities employer.