

Posting #: NKF-112020

Position: MARKETING AND EVENTS INTERN

Status: FUNDED, CONTRACT (ONE-YEAR TERM)

Department/Service: NEO KIDS FOUNDATION

Site: RAMSEY LAKE HEALTH CENTRE

PURPOSE:

Reporting to the Manager, Event & Community Outreach of NEO Kids Foundation (NKF), the Marketing and Events Intern is responsible for assisting in the coordination and execution of NEO Kids Foundation signature and third party events, community partnerships and cause-marketing related initiatives. The Intern is responsible for maintaining an active presence on Foundation social media platforms. Recognizing the Foundations at Health Sciences North (HSN) working as one team, the role will support the work of the other Foundations.

REPORTING:

Under the general direction of the Manager, Events & Community Outreach - NEO Kids Foundation.

DUTIES AND RESPONSIBILITIES:

- **Marketing and Social Media:**
 - Assist in content development for NKF social media channels, website, news release and other marketing initiatives
 - Plan and develop social media content
 - Assist with development and distribution of various marketing campaigns with multi-platform reach including traditional media and social media campaigns
 - Perform target market analysis and research
- **Event Support:**
 - Assist with the planning and execution of signature events hosted by NKF and third-party events
 - Recruit and manage volunteers for signature events
 - Assist with soliciting donations for auction items and prizes
 - Assist with the distribution of internal in-kind donations
- **Community Outreach Support:**
 - Researches, identifies and prepares lists of new community partners and donors
 - Prepare first draft of presentations for potential community partners and donors
 - Assist with the NEO Kids Youth Ambassador Program
- **Administration:**
 - Assist with donor thank you letters/ cards and correspondence
 - Perform other duties as assigned

QUALIFICATIONS:

EDUCATION AND TRAINING:

- Diploma/degree in public relations, communications, marketing, business administration or related field of study, or an equivalent combination of education and experience is required.

CRITERIA:

- University and college graduates who have graduated within the last three years from an accredited college or university. Candidates must be graduates of post-secondary degree or diploma programs.
- The position must provide the intern with first time employment in their field of study.
- Candidates are only eligible to participate in the internship program one time.
- Candidates must be legally entitled to work in Canada.

KNOWLEDGE/SKILLS/ABILITIES:

- Excellent verbal and written communication skills;
- Knowledge of current marketing and social media trends with the ability to implement strategies over various platforms;
- Skills in graphic design, photography and videography;
- Proven creative and strategic thinking;
- Ability to multi-task and work on multiple projects while delivering on schedule;
- Ability to operate with a high degree of professionalism and skilled at maintaining composure under pressure;
- Ability to lead by example and achieve the desired results by supporting others;
- Ability to outline and meet or exceed goals;
- Valid driver's license and daily access to a reliable vehicle;
- Bilingualism is a definite asset;

The successful candidate will be required to obtain a current Police Criminal Record Check.

WORKING CONDITIONS:

Standard work week of 37.5 hours, but evening, weekends, and overtime hours may be required.

**Due to COVID-19 and the safety of our staff, work will be completed through a hybrid model of working from in office at HSN and at home. This may be subject to change.*

SALARY: \$17.50 / hour



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JOB POSTING

**NEO KIDS FOUNDATION THANKS ALL APPLICANTS.
ONLY THOSE SELECTED FOR INTERVIEWS WILL BE CONTACTED.**

**APPLICATIONS SHOULD BE SUBMITTED VIA EMAIL TO
NEOKIDSFOUNDATION@HSNSUDBURY.CA
NO LATER THAN THURSDAY, DECEMBER 3rd at 4:00pm**

THIS OPPORTUNITY IS
PROUDLY SUPPORTED BY:

