



Job Description

Job Title:	Marketing Student
Reports to:	Business Development Manager
Position Summary:	The Marketing Student will assist the Business Development (BD) team in activities that will increase the awareness, engagement, and integrity of CFS's events, programs, and brand.

CFS's Marketing Students enjoy a diverse, fast-paced environment with a team that is professional, but also casual, fun, hard-working, collaborative and dedicated to providing the best possible mental health and wellbeing services to those who live and work in our region.

We are looking for Marketing Students who are tech savvy innovators, strong communicators, self-starters and team-players interested in applying and strengthening existing abilities and developing new and complementary skills to make a difference in the lives of others.

Reporting to and collaborating with our Business Development Manager, the successful candidate will have the opportunity to work in a supportive team environment representing CFS across communication channels for a variety of strategic and promotional purposes.

Students will have the opportunity to drive a project from strategy to tactical implementation. The Business Development Manager will work with students to determine an appropriate project that fits the skills, interests, and learning objectives of individual students.

MAJOR DUTIES AND RESPONSIBILITIES

Creative Arts (several or all)

- Graphic design/branding
- Copywriting
- Photography/Illustration
- Social media – strategy and content creation
- Event planning and implementation
- Media/Promotions
- Newsletters

- In-person Networking
- Website Updates
- Project Management
- Video production

Project Management

- Create and implement an integrated marketing plan for a program or service
Respond to program/organizational requests for marketing materials
- Track inventory of marketing materials and SWAG
- Seek appropriate approvals when required
- Maintain and comply with production schedules and budgets

Administrative Duties

- Name and organize working files and finished documentation according to CFS conventions
- Attend team meetings
- Comply with CFS human resources and organizational policies
- Assist other members of the team when necessary

QUALIFICATIONS

- A senior post-secondary marketing student
- Non-profit experience considered an asset (volunteer or other)
- Excellent writing/editing skills – experience adapting content for a variety of formats, channels and goals
- Excellent inter-personal skills
- Reliability and punctuality
- Highly organized, with excellent time-management skills
- Creative problem solver – able to think analytically and strategically
- Ability to work effectively as part of a team and work independently
- Able to work under pressure and adhere to deadlines
- Attention to detail, with the ability to keep the big picture in mind
- Competency with MS Office programs an asset
- Driver's licence and access to a reliable car is an asset
- Language(s) in addition to English considered an asset
- A satisfactory Vulnerable Sector Criminal Records check
- Knowledge of/proficiency in/aptitude & interest to learn the following are an asset: MS Office, Adobe Creative Cloud/Affinity, WordPress, Hootsuite, Canva Facebook, X/Blue Sky, TikTok, Instagram and LinkedIn

SUPPORT

- Training:
 - CFS brand guidelines
 - CFS for advocacy
 - Diversity

- Technical
- Regular Meetings
 - Daily team touchpoints
 - Weekly one-on-one meetings (minimum)
 - Ongoing collaboration, feedback and brainstorming
 - Full staff meetings
- Workplace perks
 - Work from home days
 - Free parking/On bus route
 - Free coffee/team/hot chocolate
 - Frequent snacks and occasional lunches
 - Social committee
 - Casual dress

BENEFITS

- Enjoy team meetings, celebrations, and retreats during tenure
- Associate with a well-known, respected, and accredited brand
- Join an organization committed to ensuring everyone in our community has access to the highest standards of professional care. We are proud that our clients consistently rate their satisfaction with our services at more than 95%
- Be part of a team of professionals and stakeholders who rank CFS as a 4 or 5 (out of 5) for excellence in engagement