

Division: Community Partnerships
Reporting to: Community Impact Specialist
Career Level: Staff
Pay Type: Hourly

Job Overview

The Community Partnerships Summer Student is responsible for supporting the Community Partnerships team in coordinating and executing on marketing and member activation plans, community events that drive positive brand awareness and member acquisition while giving back to our local communities.

Role Details

In the role, you will...

- Support affinity type programs within an integrated marketing plan that focuses on brand awareness, lead generation and new member acquisition through activation activities
- Deliver key brand messages and educate consumers about FirstOntario's products, services and values.
- Support implementation teams to over deliver impactful marketing activation programs at the facility or through other channels associated with the venue
- Be conscious of brand and Member Experience standards and guidelines and support the creation and design of partnership marketing and business development materials that seamlessly align together
- Accurately measure and report on key deliverables
- Contribute to the overall marketing and social media strategy by developing, posting and engaging on partnership related digital content
- Provide administrative support on community impact and partnership related initiatives both internally and externally
- Assist with coordination of new programs that drive business development in community initiatives such as networking events
- Actively participate in community partnership events
- Consider health & safety as a primary concern to ensure the overall well-being of self and others
- Perform other duties as we may need you to do.

Required Skills

Within your skills and qualifications, you will...

- Be pursuing a Degree or Diploma in Business, Marketing or related field and have a strong interest in the Corporate Sponsorship space
- Mature and confident attitude with strong communication skills
- Previous Brand Ambassador or customer service experience preferred
- Experience working in promotions or sales is an asset
- Team player, flexible, reliable and tech-savvy including MS Office
- Showcase your social media skills (e.g., Facebook and Instagram) and campaign activation capabilities
- Experience with Adobe Creative Suite is an asset
- Be quick to respond to requests from internal stakeholders and external partners
- Be highly approachable and engaging with your superior interpersonal skills
- Enjoy working with business teams and supporting programs to drive awareness and sales
- Work smart by managing multiple priorities with tight deadlines in a constantly changing environment
- Naturally foster high engagement, team spirit and rally the troops
- Inherently demonstrate a high level of integrity and be trustworthy
- Be willing to work flexible hours including evenings and weekends to attend community events and travel as required (evenings and weekends are a key component of this role)

Accommodations for persons with disabilities are available upon request during the application process.