



Town of South Bruce Peninsula

Communications & Marketing Assistant

Position Description

Job Title: Communications and Marketing Assistant

Reports to: Manager of Economic Development & Communications

Status: Seasonal Position

Hours: Up to 37.5 per week, \$21.50/hour

Last Revised: February 6, 2025

Job Purpose

As the Communications and Marketing Assistant, you will play a vital role in shaping the public perception of the Town of South Bruce Peninsula. Through creative and engaging content, you will help foster a sense of community, support tourism initiatives, and promote special events. This position provides an exciting opportunity to apply your skills in communications, digital marketing, and content creation while directly contributing to the town's growth and reputation.

Summary of Duties

Reporting to the Manager of Economic Development & Communications, the Communications and Marketing Assistant is responsible for delivering effective communications and marketing materials to support special events, tourism initiatives, and overall community engagement.

Key Responsibilities

- Assist in the development and execution of communications campaigns and engagement strategies that align with the South Bruce Peninsula brand and promote the community's positive reputation.
- Monitor and manage social media campaigns, content, and implementation schedules, ensuring alignment with communications priorities.
- Review and analyze data and analytics to assess the effectiveness of campaigns and materials, providing insights for future strategies.
- Create visually compelling marketing materials in both print and digital formats, including graphic design, photography, video, and audio production, while adhering to AODA standards.
- Update and enhance content for the municipal website, ensuring accessibility, web writing best practices, and search engine optimization (SEO).
- Research industry best practices to inform strategic decisions and contribute innovative ideas.
- Assist with community engagement activities, both online and in person, fostering strong relationships and keeping residents informed.

Qualifications & Experience

- Currently pursuing or completed a post-secondary degree in Communications, Marketing, Public Relations, or a related field, or equivalent experience.
- Proven experience in marketing, communications, or a related role, with prior experience in a municipal setting considered an asset.
- Strong skills in content creation, including text, photography, video, and graphic design.
- Knowledge of or experience with AODA communications standards is an asset.
- Proficiency in Microsoft Office and related software tools, with a strong attention to detail.
- Excellent customer service, multitasking, organizational, and problem-solving skills.
- Ability to work collaboratively and communicate effectively with staff and the public.

Skills and Abilities

- **Creativity and Innovation:** Ability to think outside the box to create engaging and impactful content.
- **Time Management:** Ability to prioritize tasks effectively in a dynamic, fast-paced environment.
- **Adaptability:** Ability to adjust quickly to changing strategies or project needs.
- Strong interpersonal, verbal, and written communication skills.
- Proficiency in using design tools such as Canva, social media platforms, and content management systems create.

Education/Training/Certifications/Licences

- Post-secondary degree in Communications, Marketing, Public Relations, or a related field or equivalent experience.
- A valid Class G driver's license and a clean driver's abstract are required.

Working Conditions

- High volume of tasks with constant changes in priorities.
- A customer-service-focused, proactive attitude is essential.
- Flexibility to work up to 40 hours per week, including evenings and weekends, as required for content creation.
- Must have the initiative to work independently and as part of a team.

Application Process

To apply, please submit your resume, and a brief cover letter outlining your interest and qualifications for the role to Danielle.edwards@southbrucepeninsula.com Applications are due by Feb 27, 2025.