



**JOB DESCRIPTION: Marketing Assistant**

**Start Date: March 6, 2023**

**Duration: 56 Weeks**

\*Please read job description in its entirety before applying for the position\*

**Background**

Endaayaan Awejaa is a non-profit organization that is dedicated towards providing all youth and families with safe places to heal and build solid foundations for their future. Our mission statement is Maamwi Bosedaa which means Walking in Unity. We strive to walk in unity together with our youth, their families and our local community. The pillars in which we incorporate into our work are Arts & Culture, Education, Harm Reduction and Reconciliation.

We have been providing support for youth and families who may need assistance with attending available programming, closure, resources, connection to culture, connection through peer support groups and basic hygiene needs. We have created ongoing workshops to promote healthy living and engage youth towards a path that encourages their strengths and sets them up for success. Our overall goal is to create an Indigenous youth home that will include teachings, counselling, mentorship, workshops and activities for program participants in the future.

Join an inclusive organization and become a part of good change at the grassroots level. Work with a small team of Staff, Volunteers and Contracted Members to propel Endaayaan Awejaa's mission forward throughout the community. Help us make Nipissing-North Bay a better place to live and support the community through its healing journey.

**The Position**

The Marketing Assistant's function will be to foster an inclusive environment by creating a placement for an Indigenous community member in northern Ontario that benefits Nipissing-North Bay & area spiritually, emotionally, mentally and physically. The intern will be a front-line worker for youth engagement locally. Employment for an Indigenous person in the community will assist Endaayaan Awejaa with programming needs and objectives. As we have grown substantially over the course of the last two years, we are looking for assistance in our everyday marketing needs. The employed individual will assist in a variety of tasks that will help move Endaayaan Awejaa forward in the community. The assistance in posters, flyers, brochures and other marketing materials is a great necessity in order for the centre to propel workshops, events and programming to local Indigenous youth.

## **Duties**

- Work under the direction of the Chief Executive Officer and Chief Operating Officer
- Assist in reaching out to local community members and contribute to the development of Endaayaan Awejaa's outreach strategy
- Create copy for promotional material such as social media posts, e-blasts and other types of advertisements
- Monitor and update social media and email channels, including communications regarding public inquiries from community members and local partners
- Assist in the design of flyers, brochures, posters and other materials for distribution
- Partake in professional development sessions to improve marketing skills & capabilities
- Create statistical reports, including engagement and forecasts pertaining to flow and interaction of public traffic on all social media channels
- Assist in monitoring EA's Youth Centre during business hours
- Other tasks as required

## **Requirements**

Candidate for this position must identify as an Indigenous person, including First Nations, Metis or Inuit

Candidate must be a new entrant into the workforce, are transitioning to a new career, or the unemployed or underemployed who are entering a new field

Candidate must have not previously participated in an NOHFC funded internship in the 2020 Mandate

Candidate must be 18 years of age or older

Candidate must be legally eligible to work in Canada

Once hired, the candidate must reside in the northern Ontario community in which they are employed

Education in Marketing, Administration and/or Social Work fields considered an asset

Time Management skills

Vulnerable sector check must be submitted prior to beginning employment

Valid driver's license considered an asset

First Aid Certification is considered an asset

Willingness to receive constructive feedback and improve upon skillset

Must be available Monday - Friday, with evening and weekend availability as required

If you meet the requirements of this opening and are interested in applying we would welcome your application. Please send your resume and cover letter to [general.endaayaan@gmail.com](mailto:general.endaayaan@gmail.com). *We thank all candidates for their interest; however, only those selected for an interview will be contacted.*

This opportunity is proudly supported by Northern Ontario Heritage Fund Corporation and is funded through the Indigenous Workforce Development Program. It is a requirement under this program that the selected candidate for this position self-identify as an Indigenous person. Eligibility requirements of the program can be found here:

<https://nohfc.ca/en/pages/programs/people-talent-program/indigenous-workforce-development-stream>

