



PO BOX 569, OHSWEKEN, ON N0A 1M0

## **SOCIAL MEDIA MARKETING TRAINEE – Six Nations Tourism**

### **Post-Secondary Summer Student**

#### **SUMMARY**

Reporting to Six Nations Tourism Cultural Coordinator, the Social Media Marketing Trainee position will be involved in the development and implementation of internal/external marketing and promotional activities. They will assist in the creation of innovative internal/external communications to advance the established communication and public relations plans of the Six Nations of the Grand River Development Corporation. The candidate must possess exceptional communication, social media, organizational, and multi-tasking skills. The marketing student will work within the policies and procedures established by the Six Nations of the Grand River Development Corporation.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Provide Communications Assistance (content development, marketing collateral production etc.) to Tourism sites.
- Prepare and create presentations, brochures, videos, blogs and other marketing materials to feature at events and on social media as well as the websites.
- Prepare content, layout and release of electronic communications to the public such as brochures, mass mailings, e-newsletters, event listings, media/public announcements, social media posts and other communication elements.
- Assist in updating the website using content management system and HTML to ensure that the content is accurate, links that are current and updates are regular on time sensitive material as needed.
- Maintain files and circulates record of media appearances and publications including: print/online clippings; radio and television appearances.
- Create and maintain a comprehensive filings system for all communications files, documents and materials.
- Support all aspects of internal and external public relations and corporate activities, events elements, including: research and preparation of communications material, brochures, fact-sheets, media kits, exhibit and display materials, public relations materials, and direct mail campaigns.
- Act as a point of contact for Six Nations Tourism on an as needed or project basis, answering, screening calls, and responding to general inquiries.
- Assists and/or coordinates projects, special events and activities as required.
- Perform other administrative duties as required.

#### **ADDITIONAL SKILLS AND ABILITIES**

- A strong work ethic with a focus on accuracy and attention to detail.
- Excellent planning and organizational skills with emphasis on attention to detail.

- Excellent interpersonal skills with external stakeholders, third parties and staff at all levels.
- The ability to perform well under pressure and to assess and prioritize workload.
- Demonstrated professionalism and an understanding of the importance of confidentiality
- Excellent verbal and written communication skills.
- Ability to embrace and champion change.
- Reliable and able to work independently.
- Ability to handle the public with tact, discretion, and with a pleasing personality.

## **EDUCATION / EXPERIENCE**

### Minimum Requirements:

- Some University, College or professional certificate in Communications, Marketing or relevant domain.
- Demonstrated communication, writing, copyediting and research skills with exemplary attention to detail. Knowledge of website design, website administration, writing and working with editing tools such as HMTL is an asset.
- Demonstrated experience working with Photoshop, Adobe Illustrator, Publisher or other design programs.
- Advanced knowledge of Microsoft Office, particularly Access, Excel, PowerPoint, Word, HTML, iCloud applications, and Adobe.
- Demonstrated ability to produce high-end multimedia presentations.
- Experience using various social media platforms
- Demonstrated success in contributing to effective teamwork coupled with the ability to work independently in a high pressure demanding environment.
- Demonstrated ability to respond to multiple priorities and to meet deadlines successfully under pressure.
- Must pass a police record check.
- Willingness to learn, accept change, and adapt to new ideas, business concepts, and cultures.
- Flexible (extra hours may be required on occasion).

## **IMPACT OF ERROR**

Error in judgement may lead to loss of credibility, poor public relations, public confidence and misinformation resulting in embarrassment and potential liability to the Six Nations of the Grand River Development Corporation.

## **CULTURE**

The purpose of the Development Corporation is to enhance Six Nations to derive economic benefits, create employment for community members and generate income to support community priorities.

Six Nations of the Grand River Development Corporation will pursue economic self-sufficiency without sacrificing the cultural values and integrity of the Six Nations People.

## **EXTERNAL/INTERNAL RELATIONSHIP**

Community Members, Contractors, Government Agencies, Council Members, Human Resources, SNGRDC Staff, Tourism Partners, Maintenance Contractors, Business Partners, and Vendors.

## **WORK ENVIRONMENT**

- This position requires normal physical effort.
- This position requires normal visual/sensory effort.
- This position typically operates in a generally agreeable work environment.
- Mental Stress: There is regular deadline pressure from various sources.

December 21, 2017

**DIMENSIONS (FINANCIAL/STAFF)**

Review communication, marketing and media company contracts and expenditures.

**REPORTS TO**

Cultural Coordinator