

* This position is funded by the Canada Summer Job Grant and will last 8 weeks.

Marketing Assistant

About Goodwill

Goodwill Industries is a non-profit social enterprise which provides work opportunities, skills development, and employee and family strengthening for people who face barriers such as disability or social disadvantage. The aim is to advance individuals, families and communities toward economic self-sufficiency and prosperity.

Goodwill Industries, Ontario Great Lakes, one of five regional Goodwills in Canada, serves communities across Ontario, and employs 950 people on a variety of social enterprise work platforms. The organization is positioned for accelerated growth and is aiming to create 900 new jobs over the next five years.

Marketing Assistant

The Marketing Assistant will utilize her/his digital media, photography and/or graphic design skills to help design and implement social media content for the organization and its platforms.

Role and Responsibilities

- Produce marketing collateral that can be shared via Goodwill Ontario Great Lakes social media channels (Instagram, Facebook and Twitter), and internal communications (Facebook Workplace, newsletter, etc.)
- Assist Goodwill's Marketing team with providing special focus on the social channels of the Goodwill Boutique, Edgar and Joe's Cafe, and the Worth Face Mask initiative
- Use your creativity to turn photography, design, and mission stories into sharable, and well-designed social media content
- Learn about Goodwill's mission and how it uses various work

platforms to develop people and help them on their journey to finding competitive employment

- Help capture the essence of Goodwill's mission through creative content and an effective digital strategy
- Support the Marketing team through administrative tasks

Qualifications

- Post-secondary education or training, with a focus on graphic design, visual arts, marketing, or a related program
- Creative, with a passion for design and social media, that can be demonstrated through portfolio pieces or an active social media profile
- Experience using Adobe Illustrator, Adobe Photoshop, Canva, or other digital software, with a portfolio (or examples) to share
- Inclusive, with a passion for people and understanding varying perspectives and social issues
- Attention to detail in all areas of work
- Able to work well under pressure and meet set deadlines
- Good organizational, time management and prioritizing skills
- Ability to interpret and implement company policies and procedures
- Strong affinity to the Mission of Goodwill; Changing Lives and Communities through the Power of Work
- Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment. Have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.
- Between 15-30 years of age at the start of employment