



Helping people live sustainably

Marketing and Events Assistant

Are you a youth looking to make a difference in Waterloo Region? Do you want to use your passion for the environment, outreach and marketing to make our community more sustainable?

Reep Green Solutions is an environmental charity that helps people in Waterloo Region live sustainably. We work to empower people with the practical tools, knowledge and capacity for action to make sustainable living the norm. Our current focus areas are home energy efficiency, water conservation, green landscaping and waste reduction. In short, we work together with the community on practical solutions for addressing and adapting to climate change.

Our culture is “trusting, productive, and happy at work”, as one staffer put it. There is great joy in working on issues we feel passionately about!

The role of Marketing and Events Assistant

In this role, you will work closely with our Communications Manager to achieve organizational communications goals. You will use your knowledge of social media and marketing to support Reep communications goals in 2021. You will have one-one mentoring with a communications professional to develop skills in marketing, social media strategy, graphic design, event logistics, and professional communications.

You will work alongside the Communications Manager to develop social media posts, blog posts, marketing materials and outreach that will assist the community in understanding their role in taking action on climate change.

You will have an opportunity to use your interpersonal and organizational skills to assist with the planning of practical virtual workshops and virtual community-focused events.

You will develop a greater understanding of environmental sustainability, the challenges of climate change and the importance of communicating the need to decrease greenhouse gas emissions locally, in support of Waterloo Region’s 80% GHG reduction target by 2050.

****Workplace Expectations****

Due to COVID-19, all Reep Green Solutions staff are working from home until further notice. Any of the necessary equipment to work remotely will be provided but a stable internet connection is required to be arranged by the employee. Occasional work from the Reep House may be required. Occasional opportunities to work from an office environment can be arranged.

Please Note: Funding for this role is provided in part by ECO Canada Student Work Placement Program.

Responsibilities:

- Assist in online marketing to increase personal engagement and quality of social presence
- Create unique social media content (images, video, audience engagement) to increase interest in living sustainably locally and Reep’s programs
- Work with manager to implement social media and communications strategy

- Use organizational skills to track major communications KPIs (SEO, social media engagement, event participation, website metrics etc.)
- Develop graphic design to create attractive marketing materials and advertising for programs (print, online etc.)
- Assist with the planning of practical virtual workshops
- Assist with planning virtual community-focused events
- Attend virtual community events and outreach pop ups to host interactive information sessions on Reep's programs and services to the community
- Collect stories from participants to use in writing charitable giving language, events promotion, marketing materials and annual report
- Write SEO blog posts on climate action topics
- Assist with upkeep of website including updating content, adding events, optimizing pages and researching/implementing best practices

Skills/Qualifications:

- Excellent communication skills
- Excellent time management and organizational skills
- Graphic Design Experience
- Online marketing and social media experience is considered an asset

We are looking for someone who:

- is a student at a post-secondary institution
- is a Canadian Citizen, permanent resident, or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act; and
- is legally entitled to work according to the relevant provincial / territorial legislation and regulations.

Start Date: Flexible start date, but targeting January 25, 2021. Some evening and weekend work may be required.

Term: This is a short term contract between 6- 14 weeks dependent on eligibility and approval from Eco Canada Student Work Placement Program.

Salary: Hourly rate for the role is \$16.35 per hour for 20 hours per week, set to reflect our commitment to providing a living wage for all of our team members.

Most importantly, we offer a fun and caring team working towards the shared goal of leaving our children a more resilient, vibrant, caring and sustainable community.

If you are interested in joining our team, please submit your resume and an original cover letter in one PDF file to the Office & HR Coordinator, Sarah Smouter, office@reepgreen.ca by Monday, December 14th 2020.

Reep Green Solutions is committed to creating a diverse and inclusive environment and is a proud Champion of Living Wage Waterloo Region. We welcome applications from all qualified persons, and we value talented employees from diverse backgrounds.

