



**SUMMER STUDENT JOB OPPORTUNITY - Marketing Assistant**

**Close Date: May 22**

Is customer experience excellence in your wheelhouse? Are you a marketing or communications student who is excited about the opportunity to work on a wide range of projects? Canadian Manufacturers & Exporters (CME) is Canada's oldest and largest industry-based trade association. CME Manitoba represents manufacturers and exporters across the province. Our mission is to help manufacturers grow.

**Position Summary:** The Marketing Assistant will support all activities related to providing value to our members. This position is funded through the Canada Summer Jobs grant and applicants must meet the \*qualification criteria. The grant provides 8 weeks of employment.

***Duties and Responsibilities:***

- Work with the marketing team to bring fresh ideas and creativity in developing innovative campaigns.
- Assist with website content, creative and functionality across multiple brand platforms.
- Assist with marketing collateral in line with CME's brand's identity.
- Assist with databases and/or a CRM system to support business objectives.
- Analyze data and report from Google Analytics and other tools related to digital marketing channels.
- Analyze media coverage.
- Assist with internal meetings – room set-up, beverages, food, clean-up
- Support and attend CME events
- Actively participate in continuous improvement initiatives in the office

***Competencies and Qualifications:***

- Outstanding communication skills, both written and verbal.
  - Excellent writing, editing and proofing skills.
  - A keen eye for print and digital design, and a working knowledge/proficiency with Adobe Suite (Photoshop, Illustrator, and InDesign) would be an asset.
  - Proficiency in Microsoft Office, especially Excel and PowerPoint.
  - Knowledge of social media automation software a plus.
  - Proficiency with email management platform (e.g. Benchmark, MailChimp) is an asset.
  - Understanding of basic digital marketing metrics and analytics - web traffic, email metrics and social media metrics. Basic knowledge of SEO best practices is preferred.
  - Holds a strong desire to uphold CME's standard for continuous improvement, ethics and integrity within the CME team and with all outside vendors, clients and customers.
- ***To qualify you must be between the age of 15 & 30 at the start of employment; registered as a full-time student during the preceding year and returning to school on a full-time basis during the next academic year (secondary, post-secondary, vocational or technical program), a Canadian Citizen, permanent resident or person on whom refugee protection has been conferred and are legally entitled to work.***

To be considered for this exciting opportunity, please forward your letter of interest indicating your availability along with your resume to [Chelsea.perrault@cme-mec.ca](mailto:Chelsea.perrault@cme-mec.ca) before Tuesday, May 22, 2018.

CME would like to thank all applicants for their interest however only those considered highly qualified will be contacted for interviews.

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