



## WORKFORCE PLANNING HAMILTON: CANADA SUMMER JOBS

Please read the details below before applying.

WPH are looking for those with previous knowledge and experience with the **Green/Clean Economy**, as this role will require intensive research into this sector. This is an 8-week contract starting May 28th, 2024, so please ensure you are available for that timeframe in a 35hr/week capacity.

How to apply:

Email: [michelle.butcher@workforceplanninghamilton.ca](mailto:michelle.butcher@workforceplanninghamilton.ca)

In **one PDF document** please attach your resume and a letter confirming:

1. You meet the requirements of the Canada Summer Jobs grant (details below)
2. How your previous experience or knowledge with clean/green economy will support the work we do at Workforce Planning Hamilton

This role is made possible through the Canada Summer Jobs Grant. To qualify for this role, you must:

- Be between 15-30 years of age as of May 27, 2024
- Be a Canadian Citizen, permanent resident, or someone to whom Refugee Status has been granted/conferred.
- Have a valid SIN
- Unfortunately, according to the grant stipulations, international students are not able to apply for this role.

Closing Date: May 14th, 2024

Due to the large number of applications, we will only be contacting those who will be invited for the next steps of the recruitment process.



<b>Title</b>	Digital Media Marketing Assistant - Green/Clean Economy Project
<b>Reports To</b>	Executive Director
<b>Hours</b>	Full time 35 hours per week
<b>Contract</b>	8-week contract starting May 28, 2024
<b>Rate of Pay</b>	\$19.50/hr

This role is made possible through the Canada Summer Jobs Grant. In order to qualify for this role, you **must**:

- Be between 15-30 years of age as of May 28, 2024
- Be a Canadian Citizen, permanent resident, or someone to whom Refugee Status has been granted/conferred.
- Have a valid SIN

Unfortunately, according to the grant stipulations, international students are not able to apply for this role.

**Job Purpose:**

The role of the Digital Media Marketing Assistant entails crafting content derived from data within the Green Economy project. This position requires proficiency in generating polished graphic reports, engaging with collaborators/partners to align digital media requirements, and ensuring timely delivery of content.

***This position is responsible for coordinating the day-to-day marketing/communications activities of the Workforce Planning Hamilton staff and supporting with the development, coordination, and execution of a research project regarding Hamilton's Green/Clean Economy with the use of labour market information and data/research collection.***

**About the Hamilton Green/Clean Economy Project.**

Workforce Planning Hamilton is hiring 3 summer students through the Canada Summer Jobs Grant and the summer students will work collectively to support Workforce Planning Hamilton's goal of researching Hamilton's Green/Clean Economy. This project will involve collaboration, data research, collection, and interpretation to create a report and contribute to the work the organization does. A strong understanding of labour market research and the green economy is beneficial for this role.



## **Duties and Responsibilities:**

Specifically, this position entails, but is not limited to:

- € Attending meetings, appointments, events, and conferences as needed.
- € Answer/Initiate Emails & facilitate communication between staff & partner organizations.
- € Create & Organize content derived from the Green Economy Project.
- € Support with social media outreach, engagement, and production of content through creative ideas.
- € Create graphics, infographics, and graphic reports using Canva, Photoshop, or other similar programs.
- € Edit videos via Tiktok, DaVinci, Premier Pro, After Effects, or other similar programs.
- € Deliver appropriate content for approval in a timely fashion.
- € Collaborate and work cohesively with other summer students to deliver a polished & professional product.
- € Be familiar with types of image, audio, video files such as JPG, PNG, PDF, WAV, MP3, MOV, MP4.
- € Be aware of content copyright laws involving stock footage, music licensing rights, image files, etc...

## **Skills and Competencies**

- € Knowledge of social media apps such as Instagram, Facebook, Youtube, TikTok, LinkedIn.
- € Experience with project planning and research
- € Knowledge of the Hamilton community and its stakeholders
- € Excellent time management skills and ability to prioritize tasks by urgency and importance.
- € Ability to multitask and work in a fast-paced work environment with frequent interruptions and competing priorities.
- € Strong attention to detail and proofreading skills.
- € Professional written and verbal communication skills.
- € Resourceful, flexible, and adaptable.
- € High degree of common sense and initiative for problem solving.
- € Exhibits good discretion, judgement, tact and diplomacy. Maintains confidentiality.
- € Excellent organizational, planning and project management skills.
- € Works efficiently and effectively independently and in a team environment.
- € Works effectively under pressure in a busy and dynamic environment.
- € Able to learn new systems, programs and applications quickly.
- € Knowledge of Content Creation software such as Canva, Photoshop, and DaVinci Resolve.
- € Good knowledge of standard office practices and procedures.

## **Qualifications**

- € Previous experience working in a digital media/marketing role.
- € Strong knowledge of and proficiency in office organization software (Office 365, Zoom, Adobe, etc.).
- € Strong technical, computer, and problem-solving skills.



- € Has own computer/laptop with related necessary software. (We will provide Canva Pro subscription)

### **Working Conditions**

- This position is a hybrid working position. You will be working from home and have access to our central downtown Hamilton Office.
- You will be required to travel into downtown Hamilton to work from the office
- You must have your own IT equipment (ie. Laptop)
- The standard workweek for this position is 35 hours. The standard business hours for this position is 9:30am-4:30pm.
- May require sitting, facing screens, and using phones for extended periods of time.