



Sales and Marketing Specialist (Student Summer Position)

eMERGE Guelph is a local not-for-profit organization that supports homeowners in saving money by reducing their impact on the environment. It is building a roadmap to fight climate change in Guelph by energizing the community to commit to achieving 100% renewable energy by 2050. Our flagship program, the Home Tune-up, offers residents a free one-hour consultation with a trained advisor helping empower residents to decrease their homes consumption and cost of energy and water bills.

Position:

The Sales and Marketing Specialist will develop, coordinate and implement campaigns (social media and traditional) focused on increasing participation in 100 Renewable Guelph projects and Home Tune-Up program aimed at encouraging the people of Guelph to commit to achieving 100% renewable energy (100RE) by 2050.

- i. Promote environmental sustainability and clean technology
- ii. Maintain and develop organizational network to find opportunities to promote projects and services.
- iii. Investigate possible campaigns that engage vulnerable populations such as low-income individuals and families
- iv. Coordinate outreach at environmental and community related events that raise awareness and increase 100RE commitments
- v. Use tabling at summer festivals and events to promote 100RE and other eMERGE programs
- vi. Identify new marketing opportunities
- vii. Provide reports on outreach and increased participation
- viii. Facilitate the design and implementation of media strategies and goals, compile and monitor statistics for the eMERGE website, newsletter, and social media and make recommendations for improvements.
- ix. Coordinate the editorial process for all communications and printed materials, including (but not limited to) press releases, blog/opinion pieces, newsletters, e-mail alerts, leaflets, posters, etc.
- x. Oversee and evaluate market research and adjust strategy to meet changing market conditions
- xi. Establish and maintain a consistent corporate image throughout all promotional materials and events.
- xii. Understand the rapidly changing media environment and identify opportunities for the organization to improve our reach.



- xiii. Facilitate print projects with outside agencies and printing shops
- xiv. Set up a succession plan to continue to work once the work term is done
- xv. Manage multiple concurrent projects and successfully meet deadlines
- xvi. Work both collaboratively and independently
- xvii. Work with other staff to establish evolving brands and graphic standards

Successful candidates will possess some or all of the following:

- A passion for sustainability; a knowledge of current affairs in the energy sector is a plus;
- Experience with social media tools such as Facebook, Twitter, Mailchimp, etc.;
- Relevant educational, work and/or volunteer background;
- Strongly self-motivated and ambitious;
- Team oriented player;
- Strong interpersonal skills.

Academic background in these types of post secondary programs would be a strong asset

- Business and Marketing - understanding sales and marketing strategies and techniques to effectively sell our service
- Communications, Public Relations, Journalism - understanding up to date communications messaging to affectively promote a service
- Environmental Studies - strong understanding of energy and climate change

Remuneration:

This is a 35-hour per week position for approximately 14 weeks. Occasional evenings and weekend availability **is essential**. Pay rate is \$14.00/hour plus 4% vacation pay.

This position is funded through the Canada Summer Jobs Program. In order to be eligible for the Canada Summer Jobs Program the applicant must:

- Be between 15 and 30 years of age at the start of employment;
- Have been registered as a full-time student in the previous academic year and intend to return to school on a full-time basis in the next academic year;
- Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act²;
- Be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

eMERGE Guelph Sustainability
55 Wyndham Street North Unit T14
Guelph ON, N1H 7T8



eMERGE Guelph Sustainability embraces diversity and is committed to creating an inclusive workplace, welcoming applications from all qualified persons.

Please submit in the following manner:

a) - **One pdf document** using the following file naming protocol:

YourLastName_YourFirstName_SalesMarketing_Summer18.pdf

b) - The single pdf document must include all of the following:

- **Cover letter** - Only applicants that confirm in their cover letter that they meet all of the requirements of the Canada Summer Jobs Program (above) will be considered.
- **Resume**
- **Writing assignment** (300 words maximum) - Answer the following question to the best of your ability:

Why should someone commit to achieving 100% renewable energy by 2050?

c) - Send the single file via email only to: info@emergeguelph.ca with '*Sales and Marketing Specialist*' in the Subject line.

d) Submissions must be received by 6:00 pm, Sunday May 6, 2018 or sooner

Only those selected for interviews will be contacted. No phone inquiries please.