



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. 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 be passionate about the environment with the skill to promote our programs. They will develop, coordinate and implement campaigns (social media and traditional) focused on **increasing participation in the eMERGE Home Tune Up program.**

- Coordinate media campaign strategies to meet programmatic goals
- Promote environmental sustainability and clean technology
- Reach out to organizations and businesses to find opportunities to promote the program
- Prepare focused campaigns that engage vulnerable populations such as low-income individuals and families
- Coordinate outreach at environmental and community related events that raise awareness and increase uptake in the Home Tune Up
- Use tabling at summer festivals and events to sell residents on the free program
- Identify new marketing opportunities
- Provide reports on outreach and increased participation
- Facilitate the design and implementation of media strategies and goals, compile and monitor statistics for the website, newsletter, and social media and make recommendations for improvements
- 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
- Oversee and evaluate market research and adjust strategy to meet changing market conditions
- Establish and maintain a consistent corporate image throughout all promotional materials and events
- Understand the rapidly changing media environment and identify opportunities for the organization to improve our reach
- Facilitate print projects with outside agencies and printing shops
- Set up a succession plan to continue the work once their project is done
- Manage multiple concurrent projects and successfully meet deadlines
- Work both collaboratively and independently
- Work with other staff and volunteers to establish evolving brands and graphic standards
- Must have your own laptop computer



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 30-hour per week position for approximately 14 weeks. Occasional evenings and weekend availability is essential. Pay rate is \$11.40/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 embraces diversity and is committed to creating an inclusive workplace, welcoming applications from all qualified persons.

Submit your cover letter and resume to info@emergeguelph.ca with 'Sales and Marketing Specialist' in the Subject line. 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.

Submissions must be received by **5:00 pm on Wednesday, May 10th, 2017**

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

eMERGE Guelph Sustainability
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