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Communications Assistant

The Ontario Land Trust Alliance (OLTA) is a non-profit, volunteer-based organization that encourages the land trust movement throughout Ontario by providing administrative and professional support to a province-wide network of member groups who adhere to a set of standards and practices regarding the broad spectrum of land trust activities.

OLTA is looking for a Communications Assistant for the summer. OLTA's Communications Assistant will work on marketing, marketing plans, event coordination, communications and media relations for OLTA programs. The Communications Assistant will work in the OLTA office in Toronto and will report to the Executive Director. They must be a current student and continuing their studies this Fall.

Responsibilities

- Compose, design marketing communications brochures, reports and releases
- Assist with marketing plans for programs and services by coordinating with appropriate staff and committees
- Developing communications for a youth photography exhibition and competition in Ontario
- Write content, compile articles and features, edit and assist with production of the monthly e-newsletter, *Landmarks*
- Research information, compose content and updates for website and social media pages including Facebook, Twitter, other
- Compose material for the production of brochures, print and online materials;
- Build awareness for OLTA photo library needs, liaise with OLTA member land trusts, as required
- Evaluate ways to improve marketability and member as well as public awareness of programs and products
- Perform other duties as discussed and agreed upon.

Qualifications

- Applicants must meet the all of the following criteria:
 - Be between 15 and 30 years of age (inclusive) at the start of employment;
 - Have been registered as a fulltime student during the preceding academic year and intend to return to school on a fulltime basis during the next academic year;

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- Be a student in a post-secondary, vocational or technical program;
 - Be a Canadian Citizen, permanent resident, or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act (Foreign students are not eligible) and;
 - Be legally entitled to work according to the relevant provincial / territorial legislation and regulations.
- Proven experience/training in marketing and communications
 - Excellent verbal and written skills; excellent editing skills
 - Demonstrated organizational and time management skills, ability to multi-task and meet overlapping deadlines
 - Demonstrated computer skills, including working knowledge of Content Management System (CMS) WordPress and social media including Facebook, Twitter
 - Ability to make the most of limited budgets
 - Personal use of computer is preferable

Additional assets:

- Experience working or volunteering in the charitable sector
- Working knowledge of InDesign, Publisher, WooBox
- Experience with social media campaigns especially photo contests
- Working knowledge of social media metrics
- Interest in land conservation

The position is for 9 weeks at 30 hours per week working at our Toronto office. The hourly rate is \$11.40. This position is funded by a Service Canada / Canada Summer Jobs 2017 Grant.

All applicants who possess the required skills and experience are invited to apply by e-mailing their resume with a covering letter by 5:00 pm on Friday, May 26th to admin@olta.ca. No phone calls, please.

OLTA is an Equal Opportunity Employer and encourages students with disabilities, from a visible minority or aboriginal students to apply. We thank all applicants for their interest; however, only those selected for an interview will be contacted.