



SUMMER JOB OPPORTUNITY

POSITION: Public Relations & Marketing Assistant, DiscoverMyRoute

CONTRACT LENGTH: 4 months

START DATE: Immediately

SALARY: \$14/hr including 5% in lieu of benefits

WORKING HOURS: Flex hours, average of 37.5 hours per week, Monday to Friday

JOB SUMMARY:

Community Living Toronto offers supports to over 6,000 individuals with an intellectual disability and their families, including residential and day support, assistance with employment, early childhood services, and respite. Our new public transit training program, DiscoverMyRoute, requires a self-starting, passionate, hard-working student to join our team for the summer.

This position will be located at our head office at 20 Spadina Road in Toronto.

CORE RESPONSIBILITIES:

- Social media:
 - Assist in the development of DiscoverMyRoute's social media strategy.
 - Daily community management and creation of a monthly content calendar.
 - Regular posting to social channels.
- Communications:
 - Write articles, edit copy, and conduct interviews for various publications.
 - Create a media list.
 - Assist on public relations strategy.
- Marketing:
 - Work with external graphic designer to update the program website (DiscoverMyRoute.com).
 - Assist in the development and dissemination of marketing materials.
 - Liaise with internal and external stakeholders to promote DiscoverMyRoute.
- Event support:
 - Assist in the planning, preparation, and day-of support for various events, such as information fairs and conferences.
- Research:
 - Help to identify potential licensees and students for DiscoverMyRoute.

- Administration:
 - Assist DiscoverMyRoute Coordinator with administrative tasks as needed.
- Other duties as assigned.

REQUIRED SKILLS & QUALIFICATIONS:

- Current student or recent graduate of Communications, Marketing, Special Events, Digital Media, Graphic Design, Public Relations, Copy Writing, or related field.
- The successful applicant will be between 15 and 30 years of age as of the start date of their employment.
- Previous professional experience in communications, marketing, and/or public relations.
- Excellent communications skills, both verbal and written.
- Ability to work in Microsoft Office (Word, Excel, PowerPoint).
- Strong understanding of social media marketing, including but not limited to: LinkedIn, Facebook, Twitter, Instagram and YouTube.
- Must be detail-oriented, team player and technologically savvy.
- Experience riding the TTC is an asset.
- Experience supporting people with an intellectual or developmental disability is an asset.

TO APPLY:

Please email a copy of your resume and cover letter to lisa.dobbin@cltoronto.ca with the subject line containing "Public Relations & Marketing Assistant, DiscoverMyRoute".

Upon request, accommodations for disabilities will be provided.

We thank everyone for their interest in Community Living Toronto; however only applicants with the necessary qualifications, experience and education will be contacted for an interview.