

JOB POSTING: Marketing & Administration Co-Op

POSITION TITLE	Marketing & Admin Co-Op
REPORTS TO	Marketing and Communications Coordinator
COMPENSATION	\$20/hour
DATE	April 2022-July 31, 2022; 25 hours/week

ORGANIZATION SUMMARY

Founded in 2008, PISE is a **non-profit organization** that provides programs and services for South Vancouver Island while managing the Pacific Institute for Sport Excellence facility, the first summer sport institute in Canada. Nationally recognized for work in the areas of physical literacy and inclusion, PISE is also a part of the ViaSport Regional Alliance in BC. The organization helps build a healthy, active community while focusing on inclusion, physical literacy, active living and supporting the development of performance sport. PISE's driving purpose is to **transform lives through healthy activity and sport** by providing physical activity and health education programming and services for children, youth and adults. Visit PISE.ca to learn more.

POSITION SUMMARY

As the Marketing and Admin co-op, you will have the opportunity to continue developing a broad range of skills with a reputable, highly connected non-profit organization. The intern is responsible for assisting in a range of marketing initiatives within an organization. Their duties include tracking analytics, social media content creation, and administrative duties.

This position reports to the Marketing and Communications Coordinator and has primary working relationships with the management and leadership teams.

KEY ROLES & RESPONSIBILITIES:

- Consulting with PISE Leadership Team and planning of social media content needed.
- Manages the company's social media accounts and posts content.
 - Monitor various social media platforms such as Facebook, Instagram, and Twitter.
 - Analyzes analytics to gauge the success of campaigns.
 - Scheduling social media content utilizing Later scheduling system.
- Brainstorms campaign ideas.
- Understands the overall concept of the company, including the brand, customer, product goals, and all other aspects of service.
- Engages with customers or clients and provides service and/or sales.
- Provide suggestions to management for improving customer experience on social platforms and internal processes.
- Learns and becomes proficient in internal software systems.
- Assists in creating analytic performance reports.
- Monthly newsletter creation.
- Updating membership sales reporting.

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- Story writing on PISE donors, students, clients, etc.
- Membership service emails.
- Canadian Sport School administration tasks.

KNOWLEDGE, SKILLS, AND ABILITIES

- Excellent verbal and written communications skills
- Experience using a website content management system
- Experience with email & survey services, like Constant Contact
- Self-motivated and able to work independently and problem solve
- Excellent knowledge of social media platforms.
- Knowledge of analytical tools.
- Knowledge of scheduling platforms.
- Knowledge of Office programs.
- Creative mindset.
- Ability to multitask.
- Ability to work in a team.
- Working towards a degree in Marketing/Communication or a related field.
- Prior experience with marketing or social media.
- Experience with in Adobe Creative Suite, specifically InDesign, Illustrator, Photoshop, and Premiere Pro is an asset

QUALIFICATIONS

- Post-secondary student or graduate from a post-secondary institution.
- Experience with content creation and administrative work.
- Studying in the area of marketing, communications, public relations, or a related subject.

TO APPLY

This position will remain **open until a suitable candidate is found**. To apply, please submit a resume and a cover letter to:

Brianna Coburn
HR and Administrative Coordinator
careers@pise.ca