

Job Posting Marketing & Communications Specialist (Summer Student)

The WorkLink Employment Society has a fulltime position as a Marketing/Communications Specialist available up to 35.0 hours per week (Monday to Friday) in our Jacklin Road office located in the Westshore. This is a term, summer student, position from May 7th to August 31st at a range of \$17.64 per hour.

About WorkLink:

WorkLink has been providing government sponsored employment services to the residents of the Western Communities since 1978. In 2008, our services expanded to include the communities of Sooke and surrounding areas including Jordon River and Port Renfrew. Our non-profit organization is funded through both federal and provincial government initiatives. We are governed by a volunteer Board of Directors chosen from leaders in the community. In April 2012, WorkLink was selected to become one of the 73 WorkBC Employment Service Centres in BC. We currently offer employment services from our Westshore and Sooke offices. In addition, we provide extended services to the community of Port Renfrew.

Worklink Employment Society is a visible and dynamic member of the Westshore, Sooke and surrounding areas that:

- Promotes an awareness of the current world of work and the need for life-long career development;
- Provides a supportive environment where members of the community can explore new choices and create positive solutions to their employment needs;
- Recognizes the value of the unique contributions of employees
- Encourages the belief that everyone has the potential to achieve self-sufficiency
- Serves with honesty, respect and integrity.

About The Position:

The Marketing/Communications Specialist will join a high performing team supporting marketing; internal communications; social media engagement and writing; website /social media new releases; community engagement activities; and delivering effective, thoughtful and impactful communications. Working closely with the Chair of the WorkLink Marketing Committee, they will assist the committee in the:

- Acting as resource for agency supervisors and committee members who need additional support.
- Carrying out ad-hoc communication projects, as required and co-ordinate internal/external events.
- Conducting outreach and/or promotional initiatives.
- Development of promotional materials and content for programs and events.
- Development, co-ordination and execution of the social media strategy.
- Implementation of marketing strategies and promoting WorkLink's 40th Anniversary celebrations.
- Implementation of the internal communications strategy.
- Planning and managing agencies social media calendar.

Knowledge, Skills and Abilities:

- Ability to multi-task and work with minimal supervision, and work to a high standard within strict time constraints.
- Proficiency in the use of common communications software applications (Microsoft Word, Excel, PowerPoint & Adobe Photoshop).
- Strong written/oral communication skills, impeccable attention to detail; ability to proofread, critical thinking and problem-solving.
- Working towards degree/diploma-level post-secondary education in communications, marketing, journalism or public relations.

WorkLink values the diversity of the people it hires and serves... we foster a workplace where individual differences are recognized and respected, while utilizing each person's talents and strengths.

The more inclusive we are, the better our work will be.

Applicants may submit their cover letter and resume to pdoukakis@worklink.bc.ca by April 24th at 4:00pm. This position is open to all interested applicants and requires a criminal record check.