

Service Canada: Canada Summer Jobs
Job Description: Marketing Coordinator

I. Overview of Position

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| 1. Summary | The Marketing Coordinator (“MC”) works under the supervision of the Executive Director in the ongoing coordination and development of the promotional activities of the Thomas More Institute. |
| 2. Reporting structure | The Marketing Coordinator reports directly to the Executive Director. |
| 3. Tenure | This is an eight-week contract, which may not be renewed. |
| 4. Presence | Full time: 35 hours per week. |
| 5. Compensation | \$17/hour. |
| 6. Starting Date | 16 May 2022. |
| 7. Requirement | Applicants must be 30 years or under. |

II. Responsibilities

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| 8. Primary | <p>The MC will work towards promoting TMI’s liberal arts courses in preparation for the 2022-23 academic year, identifying and supporting existing and new promotional initiatives.</p> <ul style="list-style-type: none">- Participating in the production and maintenance of the annual marketing calendar- Coordinating the social media platforms- Contacting existing and new community partners- Compiling and coordinating promotional communications- Compiling and coordinating participant surveys and feedback |
| 9. Committees | <p>The MC will directly support TMI’s Marketing Committee</p> <ul style="list-style-type: none">- Supporting research and tasks required |
| 10. Member of TMI’s office team | <p>The MC will be a full member of TMI’s administrative staff and will be expected to participate and contribute accordingly.</p> <ul style="list-style-type: none">- Attend TMI staff meetings, etc. |
| 11. Other projects | <p>The MC will, as required, assist in any other promotional and fundraising activities identified, as necessary.</p> |

III. Qualifications

12. Core qualifications
- a. *Degree*. D.E.C. preferred; advanced degrees appreciated.
 - b. *Promotional experience*. Background and experience in marketing, customer service, and promotions.
 - c. *IT*. Superior fluency with basic computing concepts and standard office software required (e.g., email, document management, calendaring, word processing, spreadsheets, etc.).
 - d. *Bilingual*. Professional proficiency in both English and French required.
13. Key traits
- a. *Able to work independently*
 - b. *Demonstrates initiative*
 - c. *Collaborative work skills*
 - d. *Time management skills*

IV. Working at TMI

14. Institutional values
- Understanding of and commitment to the following values are essential.
- a. *Curiosity*. At TMI, this is more important academically than factual correctness or argumentative rigor. We value correctness and rigor very highly; we just value curiosity more.
 - b. *Community*. We are a democratic community of adult learners, and we make our courses available to any and all who wish to participate.
 - c. *Openness*. We strive toward intellectual openness to all people, ideas, and positions, especially those with which we disagree.
 - d. *Lifelong learning*. We are always integrating new ideas, learning new skills, and building new relationships.
 - e. *Liberal arts*. We are committed to the liberal arts and its complex tradition.
 - f. *Academic freedom*. We uphold everyone's right to free and open inquiry.
 - g. *Questioning*. We strive continually to improve the questions that instigate and shape our current perspective.
 - h. *Handling feedback*. Our commitments to critical thinking and collaboration require us to give and receive feedback graciously and constructively. We practice consensus without conformity.

All applicants should forward their CV and cover letter to:

info@thomasmore.qc.ca