



## Job posting

Position Title: Marketing and Communications Assistant

Position Type: Full-time salary

Start Date: August 2021

Location: Toronto, Ontario

Closing Date: July 25, 2021

### Company overview

IC Savings is a credit union that focuses on bringing the benefits of co-operative banking to its more than 19,700 personal and business members, whether online, by mobile or in branch at its eight locations in the Greater Toronto Area. To learn more, visit [www.icsavings.ca](http://www.icsavings.ca).

### Position overview

The Marketing and Communications Assistant supports the Manager, Marketing and Communications in building our brand and enhancing our credit union's reputation among its stakeholders and in the community. In this entry-level role, you will provide support to our retail branch teams working to attract new customers (members) and build loyalty, as well as our mortgage broker services division.

### What you will do

Your responsibilities will include the following:

- Help execute the credit union's brand marketing programs and campaigns, including those with preferred partners, to support overall business objectives.
- Assist with developing internal and external communications, including layout and distribution, to internal audiences and other stakeholders.
- Update corporate and mortgage broker websites, using content management system (Forge).
- Write and schedule or post content for official social media channels (Facebook, Twitter, LinkedIn), helping with responses to general inquiries/comments, as needed.
- Help coordinate brand events and fundraisers, lending on-site support where needed. Assist with logistics and event communications.
- Assist with the activation and fulfillment of sponsorships, ensuring all benefits are delivered/received, post-event summaries issued and accurate records, including charitable tax receipts where applicable, are kept.
- Assist with media relations, distributing news releases, preparing monitoring reports and maintaining a media contact database.
- Assist with assorted administrative tasks, including payment and processing of invoices, managing promotional and stationery inventory, sourcing quotes and processing orders, as needed.

### Factors that will contribute to your success

Possessing a 'can-do' attitude, you are someone who is both responsible and organized – especially important in this two-person department – pays thorough attention to detail in your daily work and works well both independently and as part of a team. Not only do you enjoy doing everything you can to meet the needs of your colleagues and contribute to their success, you are very comfortable with digital technologies. Other qualifications include:

- Up to two years experience in communications, public relations or marketing.
- Diploma or degree in communications, public relations, marketing or relevant experience combined with related courses/education.
- Strong MS Office (Word, Excel, PowerPoint, Outlook), database and content management skills.
- Strong verbal and written communication skills
- Although not required, financial services experience and a working knowledge of either Italian and/or Portuguese is considered an asset.

### Working conditions

- Professional, team-oriented office environment.
- Standard hours based on 37.5-hour work week: Monday to Wednesday from 9:00 am to 5:00 pm, and Thursday to Friday from 9:00 am to 6:00 pm with flexibility to work overtime, as needed.
- The physical demands are representative of those that must be met by being able to successfully perform the essential functions of the job. These include, but are not limited to: sitting, considerable use of computer and phone, seldom moving of items up to 25 pounds in weight.

### How to apply

If you think you have what it takes to be a successful member of our team, please submit your resumé to [hr@icsavings.ca](mailto:hr@icsavings.ca) by the closing date. Please note 'Marketing and Communications Assistant' in the subject line.

We are committed to accommodating people with disabilities as part of our hiring process. If you have specific requirements, please advise Human Resources during the recruitment process.

*While we thank all applicants for their interest, only those selected for an interview will be contacted.*