

Marketing & Events Co-op Student



Reports to: Marketing & Events Coordinator

Salary: \$18.00 - \$20.00/hr + vacation pay

Term: Jan 13 2025 - April 30 2025

Hours: 35 hours per week

Office Location: 63 Tacoma Drive, Suite 303 Dartmouth

Hybrid Model: In office Tues, Wed, Thurs. Hybrid Mon and Fri

Application Deadline: November 17, 2024

We are looking for a creative and energetic Marketing & Events Co-op Student to assist with the planning, coordination, and promotion of marketing campaigns and events. This role will provide hands-on experience in event management, digital marketing, and content creation, making it an ideal opportunity for a student pursuing a career in marketing, public relations, or event planning.

About PREP Academy

The PREP Academy is a community based non-profit organization that inspires and prepares African Nova Scotian students for college and university. We coach students in Grades 10, 11, 12 and continue to provide wraparound supports as they transition and complete college and university. We provide students and parents with access to resources and information, and help them navigate college and university processes.

Key Responsibilities

- **Event Coordination:** Assist in planning, organizing, and executing events, including conferences, fundraisers, workshops, and community engagement activities.
- **Digital Marketing:** Support digital marketing efforts through social media management, content creation, and email marketing campaigns. Support PREP's Podcast pre and post production, booking guests, supporting students to learn about video editing, etc.
- **Content Creation:** Develop and design marketing materials such as flyers, brochures, newsletters, activity sheets, printed handhelds, and email templates.
- **Social Media Management:** Schedule, post, and monitor content on various social media platforms, and engage with followers.
- **Website Updates:** Assist with website content updates and improvements to enhance user experience.
- **Event Promotion:** Collaborate with the marketing team to promote events via social media, email campaigns, and community outreach.
- **Reporting:** Help track the performance of marketing campaigns, event attendance, and engagement, and prepare summary reports.
- Provide general administrative support as needed.

Student Eligibility

This is a funding student position and students must be:

- Enrolled full or part time in a Canadian college or university.
- Holds Canadian citizenship or Permanent residency.

The Ideal Candidate

- Studying in a program related to marketing, communications, public relations, event management or a related field.
- Creativity and ability to think outside the box for marketing and event strategies.
- Strong organizational and project management skills.
- Excellent written and verbal communication skills.
- Must be proficient with design tools (Canva, Adobe Creative Suite, Buffer, Hootsuite)
- A passion for marketing, event management, and engaging with the community.

What We Offer

- Access to LinkedIn Learning
- Support with your professional development and learning
- Exposure to networking and events within the non-profit sector
- A collaborative and supportive team environment.
- Opportunity to volunteer and give back to youth and community.

How to Apply

Please send your resume and cover letter to hr@theprepacademy.ca and a brief email that shares professional information about you and why you're interested in working with PREP Academy.

We would like to thank all candidates for expressing interest. Please note only those selected for interviews will be contacted.