

Position Title(s):
TNYF Marketing Assistant

Reference No.:
TNYF_Mktg_Student

Department:
True North Youth Foundation

Revision Date:
February, 2018

Position Status:

<input type="checkbox"/> Permanent Full Time	<input type="checkbox"/> Term Position
<input type="checkbox"/> Permanent Part Time	<input checked="" type="checkbox"/> Student Position

Position Description

<i>Reports & Responsible To:</i>	Reports to: Director, Finance and Support Services (May and June) and Director, Camp Manitou (July and August)
<i>Position Summary:</i>	<p>In this role the student will be working directly with our experienced event and development team as well as the Camp Manitou team. This position will focus on the marketing and administration of True North Youth Foundation events, donor relations and Camp Manitou marketing.</p> <p>About True North Youth Foundation: The True North Youth Foundation (TNYF) promotes the growth and development of young people by providing programs that assist underserved youth in Manitoba with educational opportunities that help build life skills and shape character while promoting physical and mental wellness. TNYF provides our community with a healthier place to live through supporting its three core programs: Camp Manitou, Project 11, and the Winnipeg Jets Hockey Academy.</p> <p>This term position will commence in May and be completed in August 2018.</p>
<i>Detailed Responsibilities:</i>	<p>Events and Donor Relations (TNSE downtown offices) in May and June:</p> <ul style="list-style-type: none"> • Assist in the planning, development, execution and analysis of market research with respect to donors. • Data analysis for surveys involving volunteers, Camp Manitou, Project 11 and Winnipeg Jets Hockey Academy (WJHA). • Learn about creating a marketing plan and recruitment campaign for the WJHA Living Philanthropy program. • Coordinate volunteer activities for the Flatlanders Beer Festival. • Assist in the planning of the e-newsletter strategy based on donor survey results.

	<p>Camp Manitou (Headingley, MB) in July and August:</p> <ul style="list-style-type: none"> • Create marketing strategy directed to non-profit groups and schools to increase year round camp rentals. • Manage and maintain the social media sites for Camp Manitou. • Create a virtual tour of the camp grounds and activities for the website. • Create a marketing campaign and information package for private event rentals including corporate events, team retreats and special family events. • Review and organize photo archives we have accumulated from Camp Manitou’s history and create one for the summer of 2018. • Send out camp surveys to parents and rental groups and compile results on a weekly and monthly basis. • Create a photo collage for each group of their experience at Camp Manitou. • Assist in planning and executing the end of week celebration event for individual campers. • Organize and market the camp tuck shop including inventory management and purchasing as well as creating the store display and developing business procedures. • Send out invoices to group rentals and follow up on outstanding accounts. <p>Administrative Support:</p> <ul style="list-style-type: none"> • Provide administrative support to members of the team as required. • Other duties as time allows and as assigned. <p><i>Please note that in June time may be split between downtown offices and Camp Manitou.</i></p>
<p><i>Qualifications:</i></p>	<ul style="list-style-type: none"> • Currently enrolled in a relevant diploma or degree program. • A strong interest in marketing. • Excellent communication skills, both written and oral. Must be able to communicate effectively with a variety of personalities and stakeholders at all levels. • Ability to work both collaboratively and independently. • Must be able to adapt and prioritize to rapidly changing situations and fast-paced/demanding environments. • An understanding of social media strategies resulting in fan engaging content. • Must demonstrate excellent attention to detail. • Vehicle required for camp as no public transportation is available to Camp Manitou. Complimentary parking is available at Camp Manitou. • Availability to work evenings and weekends when needed based on event schedule.