



Marketing Assistant

The Belleville Downtown District BIA is currently seeking an outgoing, creative, qualified professional between the ages of 18-25 for the position of Marketing Assistant as part of the Canada Summer Jobs grant. This is a unique opportunity to gain experience in event planning and execution, business communication, writing and learn more about the Downtown District.

As the Marketing Assistant for Downtown Belleville, you will learn best practices for creating engaging content including text, photography, video and more. You will learn the values of databases, how to engage with customers, how to sell products and services online and how to create and execute content calendars for social media. You will experience event execution first hand and develop relationships with visitors to recommend activities in the downtown core.

Duties / Responsibilities:

- Getting to know the Downtown membership of the BIA by visiting businesses and updating our database
- Lining up interviews with business owners, employees and residents of the Downtown community. Interviews can be done virtually or in-person pending restrictions.
- Using the BIA iPad, record video, audio, photos and text for gathering information
- Creating a content calendar for social media
- Scheduling posts on Facebook and Instagram
- Create and execute contests for our visitors
- Possibly run a small tourism booth on Front Street
- Talk to visitors, providing them with suggestions and directions using maps, tourism materials their own knowledge of the area
- Write and edit blog and newsletter content
- Take photos and videos throughout Downtown for promotions
- Assist members and vendors in set up and tear down of event materials
- Assist in event promotion

Qualified Applicants Will:

- Possess strong communications skills (written and verbal)



- Possess strong interpersonal and relationship building/relationship management skills
- Possess excellent organizational and time management skills
- Be able to travel to and work independently (or remotely) with local businesses
- Be familiar with digital technologies (e.g., web, social media, e-commerce, etc.)
- Be able to use tools such as Microsoft Office Suite (Word, Excel, Outlook, Power Point), Slack, Hubspot and Google Drive, Later, Asana, AirTable and Facebook Business Suite.
- Must be able to lift up to 40lbs and are comfortable walking upwards of 10,000 steps per day

The Position:

- Monday to Friday from 9 a.m. to 5 p.m.
- Mainly in the Downtown Belleville office, with the opportunity to work remotely
- 8 weeks at \$15 /hour
- Start date: May 24, 2022

To apply, please send your cover letter and resume to Caitlin Lavoie at hello@downtownbelleville.ca by 4:30PM on Friday, May 13.

Thank you for your interest in the position. Only candidates selected for interviews will be contacted.