



is looking for a **Marketing & IT Coordinator**

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Summer Student Position – 8 week contract for 2018

ONTARIO HOLSTEINS supports a membership that is passionate about the Holstein breed, grouped into 40 clubs throughout all farming regions in Ontario. Our mission is to assist and grow the membership of the Holstein Ontario Branch through youth activities, education, and breed promotion, and to act as an advocate for the dairy industry. We do this through the support of a well-qualified team, ongoing member development, marketing and promotional activities, and advisory services. We offer a team-oriented workplace, positive Board and industry relationships and the chance for you to play a key role in the future of our industry.

YOU have been registered as a full-time student in the previous academic year and intend to return to school on a full-time basis in the next academic year. You are passionate about the dairy industry and inspired by the people who work in it. You enjoy working with youth and make managing multiple events and projects look easy. You organize and prioritize your work efficiently. You are a productive and driven independent worker, and you roll up your sleeves to get things done. You enjoy the connections of teamwork, networking, and social media and you naturally stay connected from wherever you are.

In this role, **YOU WILL:**

- Play a key role in the development and implementation of a VPN for the Branch and team.
- Assist in website development and upkeep, as well as the creation, editing, and development of marketing materials and initiatives related the Branch and The Link magazine.
- Provide advice and expertise related to a social media strategy refresh, helping to implement the new strategy on multiple social media platforms.
- Contribute to the planning and implementation of other technology related strategies, as well as specific marketing strategies related to connecting with our membership.
- Work with the team to continuously brainstorm ideas for communicating and connecting with members from varying demographics.

YOU OFFER:

- Excellent organizational skills with the ability to follow instructions and work independently
- Effective written and oral communication skills, including excellent editing and review skills
- Proficient in MS Word, Excel, and PowerPoint, Adobe Creative Suite, & Outlook, knowledge of website development and Word Press considered an asset
- Ability to work well independently within a small team environment
- Creative thinker with an eye for design
- Working knowledge of social media platforms (Facebook, Twitter, Instagram) and the development of social media strategies
- Knowledge of and passion for the dairy industry & the Holstein breed is an asset

Deadline to apply: February 21st, 2018

Apply to: merinajohnston@ontario.holstein.ca