

## **Marketing Assistant**

OceansAdvance is the Newfoundland and Labrador ocean technology innovation cluster. OA's primary mission is to foster collaboration between industry, government, academia and researchers, to drive innovation, and advance diversification of the Newfoundland and Labrador Ocean technology innovation ecosystem. OceansAdvances' long-term vision is to make Newfoundland and Labrador the home to a world-renowned, productive and unique ocean technology innovation ecosystem, fueled by innovation, collaboration and commercialization.

OceansAdvance is seeking a second-year marketing student who is enthusiastic, organized and capable of working independently.

### **Job Responsibilities:**

- Support marketing campaign planning and execution.
- Write copy for social media posts, promotional emails, and other marketing collateral.
- Assist in website maintenance.
- Assist in creation of Newsletters and other communications to members.
- Measure and report the results of marketing initiatives.
- Research partner member websites and match to Pan Atlantic firms for Business to Business (B2B) opportunities.

### **Work Hours:**

Monday to Friday

35 hours per week (7 hrs/day)

### **Qualifications/Skills:**

- Strong written and verbal communication skills
- Research experience
- High level of organization and attention to detail
- Comfort with multi-tasking in a deadline-driven environment
- Understanding of basic business and marketing concepts
- Excellent time management skills
- Familiarity with social media, social networking, email marketing and search engines
- Demonstrated problem solving and critical thinking skills
- Strong writing and copy-editing abilities

### **Education and Experience Requirements:**

High School graduate

2 years of 3-year program completed