

Marketing Assistant

Overview:

LatAm Startups is a technology non for profit accelerator located in downtown Toronto working with international startups to expand into the Canadian market. we owe our success to the efficiency of our organizational processes. We are looking for a marketing assistant that can help us with planning, executing and tracking our marketing campaigns. We require a creative person with excellent communication skills.

Primary responsibilities:

- Support our team with planning, implementing and monitoring marketing campaigns;
- Produce marketing materials, this may include visuals and videos to share in our social media channels;
- Evaluate data and create reports on key metrics in order to monitor campaign efficiency and analyze trends;
- Write and edit content for different platforms including our social media channels, website and press releases;
- Assist in the organizing of promotional events and traditional or digital campaigns and attend them to facilitate their success;
- Assist to prepare and deliver promotional presentations;
- Compose and post online content on the company's website and social media accounts;
- Write marketing literature (brochures, press releases etc);
- Communicate directly with clients and encourage trusting relationships;

Qualifications:

The ideal candidate will possess the following:

- 1 year or less experience as marketing assistant
- Ability to multi-task and adhere to deadlines
- Well-organized with a customer-oriented approach
- BSc in Marketing, Business or relevant field
- Strong written and verbal communication skills
- Knowledge of marketing tools as Hootsuite or similar platforms
- Knowledge in video editing and photo editing is an asset

Job Type: Full-time (30 hours a week) \$18/hour 1-year contract with possibility of extension

Benefits:

- 2-3 days working from home
- Casual dress
- Co-working office space close to Union Station

Please note we require the following to evaluate your application:

Resume with at least two references.

Please send your resume, questions or comments to contact@latamstartups.org

LatAm Startups is an equal opportunity employer. We celebrate diversity and strive to provide opportunities for youth, minority groups and newcomers to Canada.