



## **Marketing and Administrative Associate**

This is a part-time position under the direction and supervision of the General Manager & Marketing Director. The employee would be a halftime (10 hours) assistant to the General Manager and halftime (10 hours) Marketing Associate within the Marketing Department.

This employee would have the following responsibilities:

### *Administrative Assistant:*

- Schedule and coordinate meetings and appointments and take detailed minutes/notes. Assist in the preparation of regularly scheduled documents, i.e. agendas, white papers, etc.
- Update and maintain policies and procedures, personnel policy handbook, etc.
- Follow-up with Department Heads and GM Committee chairs on General Manager assigned tasks.
- Maintain electronic filing system for all General Manager documents.
- Handle basic requests for information and data.
- Prepare e-mail or written responses to routine inquiries.
- Prepare and modify documents including correspondence, reports, drafts, memos and emails.
- Perform other duties as necessary or as assigned.

### *Marketing Associate:*

- Maintain all social media platforms.
- Create engaging text, image and video content involving Canadian Lakes and its amenities for use in social media and on website.
- Design posts to sustain readers' curiosity and create buzz about Canadian Lakes.
- Research audience preferences and discover current trends.
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness.
- Facilitate online conversations with users and respond to queries.
- Report on online reviews and feedback from users.
- Develop an optimal posting schedule, considering web traffic and user engagement metrics.
- Oversee social media accounts' layout.
- Suggest new ways to attract prospective members, like promotions and competitions.
- Maintain corporation website.
- Maintain corporation SEO efforts.
- Maintain all email marketing efforts and campaigns.
- Write press releases.

Send cover letter and resume to Jessica Slendak, Marketing Director at [jslendak@clpoc.org](mailto:jslendak@clpoc.org) to apply.