

JOB POSTING DETAILS

Employer	985923 Ontario Inc. (First General Services) (First General Services (985923 Ontario Inc.))	Job Type	RI
Job Title	Marketing Associate	Duration	Full Time
Job ID	11422	Location	Sault Ste. Marie
Date Posted	September 10, 2021	Closing Date	September 30, 2021

Job Overview - Description & Duties

First General (Sault Ste. Marie) is a full-service insurance restoration general contractor, specializing in the mitigation and repair of damaged residential and commercial buildings. We provide emergency response services, followed by total reconstruction of damage caused by water, fire, smoke and wind.

We are an independently owned and operated company, part of the First General international network, which is one of the largest full-service insurance restoration contractor banner groups in Canada. Our policy is to provide straightforward honesty and impeccable integrity to our customers, insurers, and contractors.

Our company is looking to hire a Marketing Associate who will be working closely with our management team to develop and implement marketing plans and strategies for our brands. As a successful candidate, you will be tasked with helping identify marketing trends and opportunities for growth, as well as creating surveys and social media posts. You will also provide administrative support to our management team.

This will be a 1-year internship under the NOHFC's Workforce Development Stream Program, with potential for continued full time employment. Hours of operation are Monday to Friday, 8 am to 5 pm.

Marketing Associate Job Responsibilities:

- . Execute marketing strategy.
- . Work with management team to manage brand and marketing initiatives.
- . Provide support to management team.
- . Develop and execute marketing campaigns.
- . Perform market and client research.
- . Create reports on marketing performance.
- . Maintain schedules for marketing initiatives.
- . Maintain a marketing database.
- . Assist with social media and website content.
- . Analyzing questionnaires and other forms of feedback
- . Organize and manage marketing collateral.

Required Skills

To be chosen for this role, you must have a bachelor's degree in marketing, business, or a related field. Prior work experience in marketing, administration, or sales, is a plus. Effective written and verbal communication skills and a high level of attention to detail are both important keys to success in this role.

Other Requirements

Marketing Associate Qualifications/Skills:

- Strong written and verbal communication skills
- 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
- Outgoing personality with strong interpersonal and social abilities
- Ability to spot emerging trends
- Familiarity with social media, social networking, email marketing, podcasts, and search engines
- Demonstrated problem solving and critical thinking skills
- Strong writing and copy-editing abilities

Education and Experience Requirements:

- Associate or bachelor's degree in marketing, business or a related field.
- 1-3 years of experience in marketing or equivalent education
- Proficiency with Microsoft Office (Microsoft Excel, Microsoft Word)
- Demonstrated experience with social media platforms (Facebook, Twitter, LinkedIn, Pinterest)
- Digital photography and video editing experience a plus

How to Apply

To apply for this position, please email your cover letter and resume to: accountingsm@firstgeneral.ca

This opportunity is proudly supported by Northern Ontario Heritage Fund Corporation and is funded through the Workforce Development Program. Eligibility requirements of the program can be found here: <https://nohfc.ca/en/pages/programs/people-talent-program/workforce-development-stream>