

JOB POSTING

Calgary Legal Guidance Summer Marketing Student

Overview

Calgary Legal Guidance (CLG) is a charitable society established in 1972 to provide legal advice and assistance to low-income people in Calgary and area with family, criminal, immigration, civil, and other poverty law matters that are not covered by Legal Aid. Thousands of clients are assisted each year through evening clinics staffed by volunteer lawyers, with follow-up help and representation provided by the senior staff counsel, program lawyers, pro bono lawyers, articling students and, during the summer months, law students. CLG offers specific programs in the areas of family law/domestic violence, homelessness, seniors' issues, social benefits, and immigration.

The Role

This is a Summer Student position running for 16 weeks.

Reporting to the Operations and Communications Manager, the responsibilities of the Summer Marketing Student will include activities such as marketing and communication planning; website maintenance and design; content creation; donor engagement; and, assist with event planning. The Summer Marketing Student will also collaborate with the Executive Director, the Volunteer Manager and the Director of Finance and Operations.

Primary Functions and Accountabilities

MARKETING AND COMMUNICATION PLANNING

- Inform the public of CLG services through new and existing mediums, drawing on a strong understanding of proven marketing and communications practice
- Assist with attracting investment to CLG's services through the preparation of marketing material
- Assist tasks related to donor and funder management as required

WEBSITE MAINTENANCE AND DESIGN

- Identify strategies to assess and improve CLG's website infrastructure
- Update website content, post or moderate social media

CONTENT CREATION

- Drawing on a culturally diverse approach that is sensitive to the marginalized and disadvantaged populations CLG serves, create informative content for CLG social media platforms that is engaging

EVENT PLANNING

- Assist with planning, coordinating and implementing various projects and events
- Promote certain events such as Law Day, when required
- Sit on various committees for event planning purposes (ie, AGM, Staff Retreat, etc)

The Candidate

The successful candidate must possess the following qualifications:

- Pursuing a degree (Bachelors or Masters) in Marketing, Public Relations, or Business Administration (with a focus/major in Marketing) from a recognized post-secondary institution
- Must have completed minimum two years of Bachelor's degree or at least one year of a Masters degree
- An equivalent combination of post-secondary education and experience may be considered
- Prior marketing or communications experience with a Non-Profit Organization would be considered an asset

Required Competencies

- Creativity and a proven, outside-the-box-approach to problem solving
- Must possess strong interpersonal skills to establish and maintain effective working relationships internally and externally
- Able to articulate ideas clearly and effectively, oral and written
- Approachable, friendly and professional
- Excellent communication and command of English, oral and written
- Proficiency in windows based software and other standard office technology
- Ability to work independently by identifying objectives and setting priorities
- Excellent organizational and time management skills
- Exceptional attention to detail to ensure assignments are completed with accuracy
- Committed to promoting a safe work environment for self and others
- Maintain confidentiality at all times

What we Offer

We serve a diverse population and therefore encourage applications from people with a diverse background. We seek to be inclusive and barrier free. CLG provides a healthy work-life balance that values the contribution of all staff. We provide a healthy, respectful and enjoyable work environment that includes an onsite gym, in house yoga classes, networking events and professional development opportunities.

Please forward your resume and cover letter as a **single PDF document** to the attention of Cameron Ferbey, Director of Finance & Operations via email at careers@clg.ab.ca by noon June 5th, 2018.

We thank all applicants for their interest however, only those being considered for an interview will be contacted.