

Roles and Responsibilities

Job Title	Marketing Researcher	Position Type	Full-Time, 35 hours per week Contract (CSJ)
Contract Term	16 Weeks beginning on May 5	Wage	\$17.20/hr

Job Summary

The **Marketing Researcher** will support the development and execution of a strategic marketing plan to increase community and employer engagement with the Durham Workforce Authority (DWA). This includes promoting the DWA's employer survey, supporting the launch of its new branding, and generating awareness of DWA's research, tools, and the Lakeview Hub project. Working closely with the Executive Director and Communications Coordinator, this role will help strengthen the DWA's community presence, enhance its visibility, and promote participation in key initiatives by contributing to creating marketing materials and communications strategies and supporting the management of social media engagement across platforms.

Responsibilities

Marketing and Communications

- Assist in the development of project-specific marketing strategies and communications plans.
- Create and implement social media campaigns to promote DWA research, tools, and the Lakeview Hub.
- Write and post content, including blogs, social media updates, and promotional materials.
- Prepare and edit correspondence, presentations, and marketing materials (print, digital, and video).
- Develop community partner profiles and highlight local employment stories.
- Support tracking performance of marketing efforts and recommend improvements.

Employer Engagement

- Develop marketing materials to support the employer survey outreach.
- Attend community events to promote the Jobs First Durham tools and collect employer feedback.
- Update and maintain employer, marketing, and media contact lists.
- Assist in outreach to employers to encourage survey completion and promote DWA services.

Community Engagement

- Support online and in-person awareness activities for the Lakeview Hub.
- Promote events and services through Facebook and Instagram.
- Represent the DWA at outreach activities and engage with the public to foster participation.

Job Requirements

- Proficiency in Canva and Facebook/Instagram business tools.
- Strong writing and editing skills for blogs, promotional content, and social media.
- Strong organizational and planning skills.
- Ability to work independently and manage multiple tasks efficiently.
- Canadian citizen or landed immigrant between the ages of 18 and 29.
- Reliable access to a computer with consistent internet connectivity.
- Experience in marketing, communications, or community outreach is an asset.
- Familiarity with Durham Region's community landscape is an asset.
- Access to a vehicle to attend events in the community and at the Lakeview Hub is an asset.