

Marketing and Communications Coordinator (Summer Student)

About CTPA

The Canadian Tamil Professionals Association (CTPA) is a non-profit, non-partisan organization focused on developing career opportunities for emerging and established professionals through professional networking, professional development and mentorship. As a non-profit organization, we work hard to support the pursuit of entrepreneurship, professional excellence and economic empowerment within the Canadian Tamil community and thereby Canada as a whole.

The duration of work will be eight weeks with 35 hours per week.

Roles and Responsibilities

- Produce copy on an ongoing basis to support and promote the organization's campaigns and events to attract site visitors through search, social media and email subscribers.
- Create content and resources (e.g., copy, infographics, whitepapers, templates, etc.) to drive engagement among, subscribers, members, community stakeholders, sponsors, and media.
- Grow our subscriber base by delivering regular, helpful content that aligns with challenges and opportunities visible minority professionals face.
- Drive content resource development on the website, social channels, forums and community partners to provide members with valuable tools from career practices to industry trends.
- Generate meta descriptions and keywords for each content offer to assist CMS Administrator in optimizing pages and posts and improving page rank.
- Work with Director of Marketing & Communications for idea generation, collaboration and building strong workflows.
- Collaborate with designers, marketers, external influencers and industry experts to produce relevant content that meets the needs of both key stakeholders and our members.
- Facilitate the exchange of information to visible minority communities, through familiarity with primary first languages such as English, Tamil, French – engagement with the programs and services offered by Canadian Tamil Professionals Association.

Skills and Qualifications

- Currently enrolled and will be returning to post-secondary studies in a related subject
- Strong command of the English language (French and Tamil is an asset)
- Superior writing and communication skills
- Highly organized and project management capabilities in managing a team

What skills can you expect to grow?

- Copywriting and content marketing
- Search engine optimization (SEO)
- Email marketing
- Lead generation
- Productivity and project management
- Tools you will be using: Canva, Google Analytics, Google AdWords, CMS (WordPress), CRM, productivity tools (Asana, Google Drive)

Note: In order to be considered for this role, please submit samples of your writing in the specified area of the application form.