



Marketing and Outreach Professional

Description

Prime & Prim Studio of the Arts is a creative arts studio for models, dancers, and art professionals seeking to take their career to the next level. With opportunities from Human Resource to Production an individual will gain knowledge and practical experience that will build and develop him or her for their chosen industry. Prime & Prim lay the foundation for individuals to gain experience in the fashion, entertainment and business industry.

You will be responsible for developing and maintaining strong relationships with local community groups and organizations to increase awareness of Prime & Prim and its services. A creative and innovative marketing, outreach and community engagement approach will be required to be successful in this role.

Responsibilities

Marketing and Outreach

- Plans and executes innovative and effective outreach initiatives targeting appropriate clientele
- Ensures that outreach efforts result in successfully filling all service appointments on an ongoing basis
- Recruits and registers 15-30 new job seeker clients per week to ensure targets are met
- Implements marketing strategies to help promote new projects as needed
- Uses social media platforms, communication strategies and creative marketing campaigns to attract new participants and community partners
- Promotes and delivers virtual information sessions to increase visibility and awareness of employment services and programs
- Supports clients with completing online participant registration forms and assists Employment Specialist with gathering documentation as required
- Conducts follow up calls with workshop attendees to encourage program registration
- Creates and updates marketing material and social media marketing

Event Support and Coordination

- Promotes and delivers virtual information sessions in the community to help increase visibility and awareness of employment services and programs
- Conducts follow up calls with workshop attendees to encourage program registration
- Supports in the development of new workshop topics that will aid in attracting new clients through virtual employment services
- Sets up virtual sessions and events using Zoom and MS teams; sends out event reminders, conducts post event follow up, manages attendance, collects evaluations and troubleshoots technical issues during events
- Supports clients with completing online participant registration forms and assists Employment Specialist with gathering documentation as required by funders
- Provides upper management and staff with community updates, resources and meeting notes



Community Engagement

- Connects with schools and community organizations to encourage referrals
- Attends and /or coordinates community events, job fairs, information sessions and other related activities in collaboration with other staff, employers, local organizations and community partners
- Sends out event flyers, workshop calendars, and job postings to community partners to help generate referrals / intakes
- Responds to general inquiries pertaining to programs, services, referrals, and partnerships
- Attends monthly community partner meetings and planning tables to help promote The Career Foundation programs and services
- Coordinates with staff and management on participation in community engagement activities/ events
- Assist and coordinate special projects in collaboration with community partners
- Assist with creating marketing material, trackers, surveys, outreach strategies and action plans for community priorities

Requirements

- Pursuing a Bachelor's Degree in Marketing
- Two years' experience conducting successful outreach and marketing initiatives
- Possess excellent written and verbal communication and customer service skills.
- Possess creativity, flexibility, variety, and growth potential.
- Should be open-minded, a fast learner, enthusiastic, and adaptable.
- Proficiency in Microsoft Office applications, Microsoft Teams, Zoom and other virtual meeting/conferencing software packages.
- Proficiency in Microsoft Excel, Data Analysis, tracking tools and data management.
- Knowledge and experience with disability services, indigenous communities, youth, and other vulnerable populations an asset

Skills

Ability to effectively apply sales strategies to market programs and generate a constant pipeline of outreach venues and opportunities. Multi-tasking skills to prioritize and consistently produce high-quality work within deadlines.