

*As a not-for-profit organization, YES enriches the community by providing services to help find employment and start and grow businesses. Since opening its doors more than 25 years ago, YES has developed innovative programs and supports that are unique in addressing the economic challenges facing Quebecers and ensuring that they have the appropriate tools, information, and services necessary to succeed economically.*

## MARKETING ASSISTANT

Are you a creative individual with a passion for social media and marketing? Our organization is seeking a Marketing Assistant to join our team and play a critical role in helping us to effectively promote our services as well as provide support for social media and events across all our programs. We're seeking a creative and ambitious individual to bring fresh ideas and energy to our team and work collaboratively with us to achieve our goals. We're excited to welcome a new team member who is passionate about making a difference and driving positive change in our community. If you're enthusiastic, motivated, and have a desire to make an impact, we'd love to hear from you! Apply now and join us in making a difference in our community.

### **As our Marketing Assistant, you'll have the opportunity to:**

- ↗ Craft creative and engaging content for our social media accounts, such as Facebook, Instagram, and LinkedIn; use your creativity to showcase our programs and services with captivating reels, videos, stories, and more.
- ↗ Manage and grow multiple Facebook groups, both internal and external, by creating and posting content that effectively promotes our programs and services while tailoring messaging to each audience's needs and interests.
- ↗ Develop and implement targeted marketing strategies to promote our programs to our desired audience, with a focus on connecting with them on their preferred social media platforms.
- ↗ Attend outreach and career fairs to generate excitement for our programs, capturing the experience in captivating social media posts and photographs.
- ↗ Support our team during YES events by taking photos, crafting social media posts and videos, and creating event recaps.
- ↗ Provide on-site support and assist with pre-event and event-related tasks as needed to ensure that everything runs smoothly.
- ↗ Source auction items and create engaging content for our annual fundraiser, helping to raise funds for our programs and services.
- ↗ Occasionally, answer phone calls and direct visitors as a backup for our receptionist.
- ↗ Support the marketing team on other campaigns as needed.

### **Knowledge, Skills, and Qualifications**

- ↗ A degree in Marketing, Communications, or a related field, or a minimum of 1 year of relevant marketing experience
- ↗ Excellent verbal and written communication skills in English and good comprehension and verbal skills in French
- ↗ Strong proficiency in managing and creating content for a range of social media platforms, such as Facebook, Instagram, and LinkedIn, and the ability to identify and utilize other social media platforms that could be relevant to our audience.
- ↗ A positive and outgoing personality with a passion for making a difference.
- ↗ Detail-oriented with strong organizational skills to manage multiple tasks and responsibilities.
- ↗ Availability to work occasional evenings or weekends when required.
- ↗ Experience using Office365 and SharePoint platforms is a bonus.
- ↗ Commitment to not-for-profit causes.

**Benefits:** YES is proud of its diverse, committed, focused and respectful staff and volunteers. YES has a dynamic and fast-paced work environment and offers its employees:

- ↗ A hybrid work schedule pilot project with the possibility of working fully remote for two consecutive weeks a year
- ↗ 10 paid sick days/personal days per year
- ↗ Group Insurance plan (Life Insurance/ Health & Dental/ Disability Insurance), Employee Assistance Plan
- ↗ VSRP (Voluntary Sector Retirement Plan)
- ↗ Closed between Christmas and New Year
- ↗ 11 Statutory holidays
- ↗ Professional development opportunities

### **How to Apply**

**Send your cover letter and your resumé to [fa@yesmontreal.ca](mailto:fa@yesmontreal.ca)**  
*Only those candidates chosen for an interview will be contacted.*

**YES values the diversity of the people it hires and serves and is committed to equal opportunity employment.**

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