



JOB POSTING

Marketing Assistant

Fort Erie Race Track

May 15- September 2, with opportunity to extend to October 18.

Application Deadline: May 7th, 2023

Wage: \$18 per hour

Fort Erie Live Racing Consortium is seeking a passionate and dedicated communications and marketing professional to join our team at Fort Erie Race Track as the Marketing Assistant for the 2023 racing season.

Full-time, 32-40 hours per week including some nights and weekends. Some overtime hours as needed during very busy times.

The Marketing Assistant will report to the Manager, Marketing & Corporate Communications and provide support for an ambitious promotions and event schedule during the upcoming racing season. The position requires a professional and flexible individual who is self-led, organized, and able to work in a fast-paced and demanding environment. Ability to work closely with others and take direction is essential.

Education

Completion of a secondary school degree is required. Completion or enrollment in a post-secondary program in communications, graphic design, public relations, marketing, or related field.

This position is supported by the Canada Summer Jobs program, therefore you must be aged between 15 and 30 and legally entitled to work in Canada to be eligible to apply.

Roles & Responsibilities

Under the guidance and direction of the Manager, Marketing & Corporate Communications, the Marketing Assistant will be able to gain valuable experience in the following areas:

- Create and post content on social media platforms to promote racing and engage with fans.
- Use graphic design skills to create advertisements and promotions for various events.
- Assist with program printing for busy event days.

- Assist with internal and external communications for the Fort Erie Race Track, writing content pieces such as internal communication letters, press releases, creating newsletter content, writing web stories, social media content, etc.
- Assist with the planning and execution of all special events, such as opening day, dog race days, concerts, and Fort Erie's signature event, the Prince of Wales Stakes.
- Create and update website content using a content management system.
- Provide communications support to all departments at Fort Erie Race Track.
- Assist with editing and proofreading content created by other individuals.
- Other duties as assigned to support racing and special events at Fort Erie Race Track.

Skills and Experience

- Excellent oral and written communication skills are essential.
- Knowledge of Adobe programs (Photoshop, InDesign, etc.) to create promotional materials.
- Recent graduates, students and trainees in a marketing, communications or public relations field are preferred. Previous experience in these areas is an asset however not essential.
- Experience using content management systems and Adobe Creative Suite considered an asset.
- Must be able to obtain all regulatory licenses, including AGCO license.