



**Workforce Planning Board**  
of Waterloo Wellington Dufferin

**Do you want to develop the brand for a new initiative in Waterloo Region? Want to work for a small dynamic team?**

## **Marketing and Branding Developer - Student**

**The Position:** Our not-for-profit is looking for a student to develop our new initiative's brand. This will include securing the name, designing the logo and colour scheme for marketing initiatives, and developing a marketing plan for staff to work with once the role is complete. Pay rate: \$20 for 37.5 hours a week for 16 weeks – September hours can be negotiated.

**The Company:** The Workforce Planning Board of Waterloo Wellington Dufferin (WPB) is the local labour market and workforce development specialist. The short version of what we do: We do research, analysis and work with local leaders to target solutions to workforce and workplace challenges. Sometimes, we lead those solutions in the community.

### **Requirements:**

- Marketing or graphics education and/or experience
- Experience using design programs
- Knowledge of marketing approaches and best practices
- Understanding of various communication tools: social media, newsletter, ads
- Teamwork skills: work with staff to develop vision for the initiative
- Research skills: verifying originality of name, ensuring logo originality, exploring marketing options and providing cost breakdowns
- Ability to work independently and meet deadlines

### **Responsibilities:**

- Identify the marketing materials needed.
- Develop and execute marketing and branding tools and properties
- Design template communications using tools for different audiences with staff input
- Assist in developing initiative launch event
- Report progress and challenges to Executive Director and develop plan to adjust and meet the targets set.

**The Location:** WPB is based in downtown Cambridge, Ontario. It is proposed that the successful candidate will work from home 2 days a week and 3 days from the office. Laptop will be supplied.

**To apply:** Send your application package to Charlene Hofbauer (she/her), Executive Director [charlene@workforceplanningboard.com](mailto:charlene@workforceplanningboard.com) by 4:00 pm on May 19. Interviews will be scheduled the week after. Role begins in June.