

ABOUT US

McLean Hallmark Insurance Group Ltd. is one of Canada's largest Independent insurance brokers with 120 employees in 4 offices across the GTA and Kingston. McLean Hallmark has wide product offerings in personal insurance, business insurance and a number of niche insurance brands.

Working with all of the McLean Hallmark brands, the selected candidate will work with the Marketing and Communications Manager to create, implement and measure marketing campaigns and strategy with the goal of driving sales results. They will design and assist with a wide range of materials including digital and print advertising, social media, PR, video and more.

TITLE: MARKETING ASSISTANT**DIVISION/DEPARTMENT:** Marketing and Communications**REPORTS TO:** Marketing and Communications Manager**LEVEL:** Entry Level**TYPE OF POSITION:**
Contract- 1 Year**HOURS:** 35/week
Monday- Friday, 9am-5pm**DESCRIPTION:**

Tasks include but are not limited to:

- Social Media
 - Manage Facebook and Twitter accounts including copyrighting, sourcing content and posting
 - Track social media reach, impressions and conversation rates using Google Analytics and built-in analysis tools on Facebook and Twitter
 - Research and develop social media strategies to create compelling content to boost our online following and leads
- Website
 - Web management and update the website with new content
 - Research and write content for the website and blog posts
 - Writing press releases and internal communications documents
- Graphic Design
 - Edit, design and create digital and print marketing collateral using Adobe Creative Suite. This include sell sheets, posters, brochures, logos, infographics, trade show banners and more
 - Assist with all departments executing creative ideas
- Other
 - Enforce brand standards through use of company style guide with all employees
 - Build templates in Microsoft Word and Excel for various departments
 - Assist with managing the corporate internal intranet
 - Assisting with implementing new website strategy
 - Proofread and edit with high level attention to detail

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MISSISSAUGA

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QUALIFICATIONS:

1. Education and Experience Requirements:

- A post-secondary degree, diploma or certificate in communications, digital media, marketing, advertising, writing or business
- One year relevant experience with an agency or corporate communications department or similar volunteer work

2. Core Competencies and Personal Attributes:

- Able to work independently and cooperatively in a small team environment
- Ability to manage and prioritize multiple projects in a fast-paced environment
- Demonstrated ability in written and oral communication
- Creative with extraordinary attention to detail

3. Technical Competencies:

- Experience managing social media accounts for businesses or not-for-profit organizations (specifically Facebook, Twitter and LinkedIn)
- Proficiency with Microsoft Office Suite
- Demonstrated proficiency with Adobe Photoshop, Illustrator, InDesign and other similar software
- Video production knowledge is an asset
- Wordpress, HTML and CSS is an asset
- Understanding of SEM, SEO, PPC, analytics and marketing principles is an asset

WHY WORK WITH US?

- Working in an environment guided by our internal mantra, “You Matter”
- Bright open concept office
- Office Perks: Ping Pong Table, Dart Board, Video Games and Draft Beer
- Opportunities for networking and skill building through the McLean Hallmark Young Professionals Group