



**Summer Student- Marketing Assistant – Association for Christian Schooling in Calgary South**

**Location: Calgary, Alberta**

**Employee Class: Temporary, Full-time (June 2017- August 25, 2017)**

**The Opportunity:**

The Association for Christian Schooling in Calgary South (ACSCS) is seeking a Summer Student: Marketing Assistant to help develop awareness of our brand and promoting community through appropriate marketing channels. The Summer Student will be involved in different practices of marketing/branding such as video production, web optimization and digital web social media. The Summer Student reports to the Marketing Coordinator.

The ACSCS operates Trinity Christian School; a Christian Alternative School Program within Palliser Regional Schools that offers a Kindergarten to Grade 9 faith-based learning environment to families in south Calgary. Trinity Christian School began as a private school in 1993, growing to over 400 students today. In 2012, the ACSCS entered into an agreement with Palliser Regional Schools whereby Palliser Regional schools provides educational staff for Trinity Christian School while the ACSCS is responsible for the facility, student admissions, and the delivery of education consistent with the Statements of the ACSCS (Basis & Purpose, Statement of Faith, and Statement of Educational Principles).

**Specific Accountabilities:**

The marketing assistant will work in collaboration with the marketing coordinator to assist in web optimization, video development and production and social media. The successful applicant will assist in updating the website, using Google analytics to assist in the understanding of online presence and success, using search engine optimization to impact results and promoting community through effective use of website content.

The incumbent will assist in branding initiatives through the development and production of short on-line videos including, on-line school tours, to foster a sense of community as well as to communicate how TCS creates opportunities for students to thrive academically, spiritually, emotionally, artistically, and physically.

The marketing assistant will also be expected to assist in promoting the mission and vision of Trinity Christian School through the use of social media including application development and maximizing the use of various social media platforms.

**Qualifications:**

The ideal candidate for this position will possess the following qualifications, experience and skills:

- Full time student
- Enrolled in Marketing Business or Computer Programs
- Strong understanding of SEO
- Video developing and production talents
- Strong communication skills including writing and editing skills
- Social media skills
- Computer skills
- Strong team work orientation
- Strong problem solving skills
- Committed to the mission, vision and statements of faith of ACSCS

**Contact information**

To respond to this opportunity, please forward your resume and Personal Statement of Faith together with a cover letter to:

Dawn Peart: [dawn.peart@pallisersd.ab.ca](mailto:dawn.peart@pallisersd.ab.ca)

Application Deadline: Closed on June 15, 2017