



Job Posting: Marketing & Development Assistant

The Jane Goodall Institute of Canada is seeking an exceptional Marketing & Development Assistant to support communications and fundraising strategies related to JGI Canada's programs and the broader organization. The successful candidate will gain work experience and the opportunity to explore a career in communications/fundraising in a non-governmental organization. **This position is pending approval under the Canada Summer Jobs program.**

About the Jane Goodall Institute of Canada

Our mission is to protect chimpanzees, other apes and their habitats, and to work towards creating an informed and compassionate multitude who will help to create a better world for people, other animals, and our shared environment. We make an impact by restoring critical habitat to save chimpanzees from extinction; improving health for women and girls; cultivating local livelihoods in harmony with nature; and helping young people become the informed generation of conservation leaders the world so urgently needs through our Roots & Shoots youth programs.

When you join JGI Canada, you are joining a committed team that is passionate about protecting the planet. We encourage all candidates to visit www.janegoodall.ca to learn more about our team and the Institute's programs.

Scope of Responsibilities

The Marketing & Development Assistant will:

1. Support Manager, Communications with marketing and communications initiatives and assist in the execution of newly developed campaigns.
 - a. Generate content for and support management of social media platforms.
 - b. Support website updates.
2. Support content generation for JGI Canada.
 - a. Create compelling blog posts to be shared on the JGI Canada website, featuring stories from the field, profiles for chimps at our Tchimpounga sanctuary, and progress on our community-centred conservation initiatives.



3. Assist in developing promotional materials for JGI Canada.
 - a. Produce up-to-date materials that reflect our mission and vision, including assets for print or digital distribution.
 - b. Provide strategic insight for increased website and social media traffic.
 - c. Support development of fundraising and/or communications campaigns.
4. Support Manager, Development with stewardship communications.
 - a. Tasks vary but may include: thank you calls to monthly donors, handwritten postcards, and compiling impact reports.
5. Prospect research for donors, foundations, and corporations.

Experience/Qualifications

- Youth aged 15-30 who has studied or is currently studying in the field of marketing/communications or broader social sciences;
- Digital marketing and social media knowledge including Facebook, Twitter, Instagram;
- Excellent written and communication skills in English;
- Demonstrated ability to work with cross-departmental teams;
- Strong time management and organizational skills;
- Proven research skills in a variety of media;
- Resilient, collaborate and hardworking;
- Energetic, motivated with a 'can-do' attitude;
- Experience working in an NGO/non-profit environment is an asset.

How to Apply

Interested applicants are invited to apply by sending their cover letter and resume to jobs@janegoodall.ca with **Marketing & Development Assistant** in the subject line. No phone calls please.

Please note: Funding for this position is pending through the Canada Summer Jobs program. We sincerely thank all those who apply, however only shortlisted candidates will be contacted for a virtual interview once funding is confirmed. We anticipate a late May/early June start date for this position.