

The A.N.A.S.A. Collective

Marketing Coordinator

Posting closes: 5:00pm on Thursday April 22, 2010
Contract Term: 12 weeks, starting in early May 2010
Compensation: \$4,000 total for 12 weeks
Job Location: Scarborough, Ontario

Interested candidates must be age 30 or under, currently unemployed, not on E.I., and out of school full-time by April 30. The chosen candidate must own a laptop and all required software programs to effectively conduct their daily duties.

The A.N.A.S.A Collective is a community-led initiative based in Scarborough that supports young women through its annual Pre-Employment and Career Advancement project activities from a holistic perspective.

If you are you an outgoing, self-starter with high energy, superior multi-tasking abilities and a passion for fashion, we would love to hear from you!

We have an internship opening for a Marketing Coordinator that will work with emerging Fashion Designers, Local Business Owners, A.N.A.S.A's Communications Coordinator, and A.N.A.S.A's Website & Graphic Developer. This person will plan and execute essential marketing activities designed to elevate A.N.A.S.A's Fashion Phoenix 2010 mentorship project, generate interest in A.N.A.S.A Spring/Summer 2011 Clothing Collection, and engage local Businesses as sales vendors in its upcoming Fresh Fair Meets Fashion Phoenix Fall 2010 Festival.

Reporting to the Executive Director & Fashion Phoenix Project Coordinator, duties and responsibilities of the Marketing Coordinator may include:

- Participate in regular marketing strategy meetings, staff meetings, one-on-one retailer meetings, etc
- Assist with the design of special events such as the Fresh Fair Meets Fashion Phoenix Fall 2010 Festival, Clothing Photo shoots, & Fashion Phoenix Graduation ceremony including meeting attendance and organization, developing event concepts and timelines, securing sponsors and donors securing swag bag items, etc
- Determine the trends and needs of local business owners, emerging fashion designers, and volunteers & contract staff when engaging the required individuals supporting the execution of A.N.A.S.A's upcoming events.
- Facilitate the creation of marketing collateral such as banners, posters, etc in creative meetings, tracking down content and logos for use in collateral pieces, proofreading materials
- Prepare event listings, fact sheets, news releases, media kits and media lists as required
- Work with A.N.A.S.A's Website & Graphic Developer to regularly update the A.N.A.S.A website with both copy and content including events and promotions
- Prepare and distribute regular correspondence to Clothing retailers and fashion designers
- Identify target customers and fashion designers to make A.N.A.S.A's future Social Enterprise Endeavour – Clothing Retail Outlet and Fashion Studio - a success.
- Participate in special projects and assuming other duties and responsibilities as assigned by the Executive Director & Fashion Phoenix Project Coordinator

The ideal candidate has either a Marketing education background or equivalent work experience in the fashion industry, advertising production, print, radio, TV or internet and at least 1 to 2 years as a Marketing Assistant or Coordinator with the ability to organize market research into reports.

Proficiency in Microsoft Office programs, excellent writing and proofreading skills is essential. Experience working in under-served communities or at-risk youth is also an asset.

Please send your resume along with a cover letter in Word or PDF format telling us why you would be perfect for this job to Attn: Hiring Committee and submit by email to info@anasacollective.com. For additional information, please call (416) 723-8331.