

## JOB DESCRIPTION

**PUBLICATIONS ASSISTANT (2 positions)**  
(1 position – 52 weeks March 29, 2010 – March 26, 2011)  
(1 position – 40 weeks June 21, 2010 – March 26, 2011)

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**Summary:** The Publications Assistant will assist in the launch of a new magazine and all research and editorial content for all publications.

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### **Essential Functions:**

- Assist in the production of editorial content for all CFDC publications and related marketing including website, billboards, television and radio campaigns.
- Assists in coordinating promotional materials, including advertisement design, photographic and video content and press releases regarding all CFDC publication related marketing campaigns.
- Researches, compiles and updates all CFDC databases. Responsible for combining all information to create one comprehensive resource database of business and tourism providers.
- Assists in coordinating communications and networking in support of special events promoting all CFDC publications.
- Sets up and attends local fairs and exhibitions.
- Assists in the sale of sponsorships and ad space for all CFDC publications.
- Assists with the distribution of all publications.
- Other duties as assigned by the General Manager or CFDC supervisory staff from time to time.

### **Education and Experience**

- Equivalent to a 2 year college diploma in Journalism, Marketing or Communications
- Formal photographic/media training would be an asset
- Must have experience working in a fast-paced professional business environment
- Any equivalent combination of experience and training which provides the knowledge and abilities necessary to perform the work

### **Knowledge, Skills, and Abilities**

- Fluent in the use of all Microsoft Office (Word, Excel, PowerPoint, Access) products
- Familiarity of Adobe CS3 Design Premium (Illustrator, InDesign, Photoshop, and Dreamweaver) an asset
- Possess excellent communication, organizational and creative thinking skills
- Excellent journalism and story-writing abilities
- Proofreading skills
- Strong design/layout skills an asset
- Exceptional communication and customer service skills
- Database development, management and maintenance
- Knowledge of Middlesex County's hospitality and business communities
- Ability to work with minimal supervision
- Able to set priorities, work towards goals, and report on progress accordingly
- Represent the CFDC in a business-like and professional manner at all times
- Valid driver's license and access to a reliable vehicle on a daily basis is required.

### **Terms of Employment**

- The incumbent will report directly to the Publications Coordinator under the direction of the General Manager of the CFDC
- This will be a full-time "Ontario Job Creation Partnerships" (JCP) contract position extending 35-40 hours a week. Some evenings and weekends required

**Name:** Ontario Job Creation Partnerships

**Requirements:** "Ontario Job Creation Partnerships" (JCP) is an employment program provided by Employment Ontario. To participate, you must be unemployed and meet one of the following conditions: have established a claim for Employment Insurance benefits or that the Employment Insurance benefit period ended within the past three years; or established a claim for Employment Insurance maternity or parental benefits and were paid benefits within the past five years, and are re-entering the labour force after having left it to care for newborn or newly adopted children.

**Terms of Employment:** Temporary, Full Time, Day

**Salary:** \$423.00 Weekly