

# *Société Alzheimer Society*

P R I N C E   E D W A R D   I S L A N D

## **Job Description: Summer Student – Digital Marketing Specialist**

The Alzheimer Society of PEI (ASPEI) is a non-profit organization committed to improving the lives of Islanders affected by Alzheimer's disease and other dementias. Our mission is to alleviate the personal and social consequences of Alzheimer's disease and related dementias and to promote research for a cause and a cure.

The Society offers programs and services to support persons with dementia, care partners, and other family members and friends so they have the help they need today and have hope for the future. We work in collaboration with other health and community support providers to ensure quality across the system of care for all affected.

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### **Job Summary**

The Digital Marketing Specialist plays a critical role in enhancing ASPEI's digital presence, managing social media platforms, creating compelling visual and written content, and overseeing email and newsletter communications. This position focuses on engaging the community, increasing awareness about dementia and ASPEI's programs, and driving support for our mission.

**Reporting to:** Operations & Special Projects Coordinator

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### **Key Responsibilities**

#### ***Digital and Social Media Management***

- Assist in developing and implementing a strategy to build awareness and community engagement.
- Schedule content across platforms such as Facebook, Instagram, Twitter, and LinkedIn
- Monitor social media channels for engagement opportunities and respond to comments/messages
- Analyze social media performance metrics and prepare reports to guide future strategies.

#### ***Content Creation***

- Remain knowledgeable about and apply ASPEI's various branding guidelines, and funder/sponsor requirements in the creation of content
- Design engaging visual and written content for social media, the website, and newsletters
- Create and maintain workplan to align communications with organizational goals and campaigns.
- Write and edit digital copy, including posts, newsletter features, pamphlets/flyers/posters and mass emails providing program updates and announcements, ensuring alignment with brand.

#### ***Mass Email and Newsletter Communications***

- Manage email communications using eTapestry database, ensuring timely delivery of updates, fundraising appeals, and event promotions.
- Design and share monthly e-newsletter featuring stories, upcoming events, and resources.

## *Website Maintenance*

- Update website content regularly, ensuring accuracy, relevance, and accessibility.
- Collaborate with team members to enhance the site's usability and visual appeal.

## *General Communications*

- Represent ASPEI's mission and values in communications, fostering a consistent and inspiring voice.
- Collaborate with internal teams to align communications with organizational priorities.
- Participate as required on the national marketing and communications committee to stay apprised of federation work, align with national priorities, and share and leverage resources.

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## Qualifications

### Education

- Completion or in-progress of a post-secondary education in marketing, communications, graphic design, or a related field, or equivalent experience.

### Experience

- Experience in social media management, digital content creation, or related is an asset.
- Proficiency in design tools like Canva; experience with email marketing platforms (e.g., eTapestry or Mailchimp) and website CMS is an asset.
- Experience in a non-profit setting is a strong asset.

### Skills

- Adaptability - The ability to achieve or adjust goals and behaviours when expected or unexpected change occurs, by planning, staying focused, persisting, and overcoming setbacks. For example, one uses this skill to change work plans to meet new deadlines, learn how to work with new tools and improve skills through feedback.
- Collaboration - The ability to contribute and support others to achieve a common goal. For example, at work we use this skill to provide meaningful support to team members while completing a project.
- Communication - The ability to receive, understand, consider, and share information and ideas through speaking, listening, and interacting with others. For example, we use this skill to listen to instructions, serve customers and discuss ideas.
- Creativity and Innovation - The ability to imagine, develop, express, encourage, and apply ideas in ways that are novel, unexpected, or challenge existing methods and norms. For example, we use this skill to discover better ways of doing things, develop new products, and deliver services in a new way.
- Digital Skills - The ability to use digital technology and tools to find, manage, apply, create, and share information and content. For example, we use this skill to create spreadsheets, safely use social media, and securely make online purchases.
- Numeracy - The ability to find, understand, use, and report mathematical information presented through words, numbers, symbols, and graphics. For example, we use this skill to perform calculations, manage budgets, analyze, and model data and make estimations.

- Problem-solving - The ability to identify, analyze, propose solutions, and make decisions. Problem solving helps you to address issues, monitor success, and learn from the experience. For example, we use this skill to make hiring decisions, select courses of action and troubleshoot technical failures.
- Technical skills - The ability to develop capabilities that relate to the practical or mechanical side of an activity, the application of a set of technical processes and its required know-how.
- Reading and/or Writing - The ability to find, understand, use, or share information presented through written words, symbols, and images. For example, reading is used to locate information on forms and drawings, and to read items such as emails, reports, news articles, blog posts and instructions. Writing is used to fill out forms and applications, and write emails, reports and social media posts.

## Diversity and Inclusion

The Alzheimer Society of PEI is committed to fostering an inclusive workplace that celebrates diversity. We welcome applicants from all backgrounds and experiences.

## Qualifications

To apply for this job, you must:

- Be aged between 15 and 30 years old on the start date of the job;
- Have a valid Social Insurance Number (SIN); and
- Be a Canadian citizen, a permanent resident of Canada, or a person who has been granted refugee status in Canada.
- A clear criminal record check, inclusive of a vulnerable sector search is required.

## Working Conditions, Salary, and Benefits Compensation

- Location: Head Office in Charlottetown (166 Fitzroy St)
- Job Type – Full-time – 37.5 hours/week
- Start date – Jun 2<sup>nd</sup> 2025 Position Length – 8 weeks
- Working hours are 8:30am-4:30pm
- Salary: \$17.50 per hour

Please submit your resume and cover letter with subject line ***Summer Student – Digital Marketing Specialist*** to: [society@alzpei.ca](mailto:society@alzpei.ca)

We thank all who apply, but only those selected for an interview will be contacted.