

MARKET DEVELOPMENT COORDINATOR (INTERNSHIP)

The Sault Ste. Marie Innovation Centre is seeking a qualified individual to work within the Rural Agri-Innovation Network. In 2018, RAIN and its partners conducted the North-Central Food and Agriculture Market Study (NFAMS) to understand market demand for regionally produced food. The candidate will assist RAIN with implementing recommendations from this Study as well as with co-ordination of trade show delegations, brand development and a marketing training program for agri-food producers. This will involve coordinating activities with different stakeholders, including farmers, businesses, partner organizations and consultants.

Responsibilities

- Assist the RAIN Project Coordinator with the development of a workshop from the Study results;
- Assist partners, producers and processors to act on market opportunities from the Study results;
- Assist with coordinating funding support and logistics for businesses to attend trade show;
- Liaise with trade show staff and businesses to market Northern Ontario agri-food;
- Assist RAIN Project Coordinator and partners with creation of an enhanced regional brand that can be utilized by businesses to promote products and the sector;
- Liaise with SSM Innovation Centre and partners to design and implement marketing campaigns;
- Utilize existing social media platforms to promote events and agri-food businesses.

Qualification

- University or college graduate who has graduated within the last three years from an accredited college or university. The candidate must be a graduate of a post-secondary degree or diploma program. The position will be a first full-time employment in the candidate's field of study.
- Preference to candidates that have completed or are completing a Diploma or Degree in a related field (Communications, Business/Marketing, Commerce, Agri-business);
- Experience with graphic design and brand development would be an asset;
- Excellent organizational and communication skills;
- Work ethic and personal attitude will rate highly in selection of the successful candidate;
- Computer proficiency with MS Office and other design suite software (Adobe CS)

How to Apply: Applicants must apply before Mar 15th. Tentative start date is April 1st. A cover letter and resume must be emailed to: careers@ssmic.com, and include "RAIN Market Development" in the email subject line. Any questions regarding the position can be directed to: David Thompson- Project Coordinator Email: dthompson@ssmic.com

THIS OPPORTUNITY IS
PROUDLY SUPPORTED BY:



An Agency of
the Government
of Ontario