



## POSITION DESCRIPTION

<b>Job Title:</b>	Marketing & Communications Assistant
<b>Department:</b>	Marketing & Communications
<b>Direct Leader:</b>	Director
<b>Date Written:</b>	August 2012
<b>Date Revised:</b>	

### CORE VALUES

- C**elebrate and Support our Reputation - "We are Part of Something Special"
- O**perate with Integrity in Everything We Do
- R**espect for Everyone at all Times
- E**ncourage individual Initiative within the Framework of Collaboration and Teamwork

### CORE COMPETENCIES

**Stakeholder Focus**

Anticipates, understands and responds to the needs of internal and external stakeholders by building relationships - stakeholders include colleagues, suppliers and clients.

**Continuous Improvement, Work Smart, Business Sense**

Draws upon understanding of the business environment to make decisions that efficiently and effectively improve results and enhance the way work is done.

**Innovation/Creativity**

Uses imagination and/or continually seeks systems/solutions to create a new or better approach and/or product.

**Teamwork**

Works together to share ideas, information and efforts to achieve goals.

**Developing Self/Others**

Develops self and others knowledge and skills to remain up to date and adapts well to changes.

### SUMMARY OF POSITION

The Marketing and Communications Assistant will work closely with the Director assisting with day-to-day activities as well as those of our individual business units – Printed Packaging, Contract Packaging Services and Healthcare. Key responsibilities in this role will include: material and content development and management, creative support, research, analysis and tracking support, trade show and event support.

## OVERVIEW OF ACCOUNTABILITIES

- Create and edit materials such as PowerPoint presentations, internal newsletter articles, product promotions, content for the website and LinkedIn.
- Manage production of materials with internal teams and external partners to ensure timelines are respected for on-time delivery of projects.
- Proofread materials to ensure brand and messaging consistency, as well as accuracy in content and creative direction
- Report website and social media activity
- Assist in the maintenance of the Salesforce.com contact manager database
- Carry out industry research and competitive analysis as required
- Take part in the preparation for the company's participation in trade shows and conferences
- Support other marketing and communications initiatives as required
- Ensure that all requirements of JPI Quality Management System are followed
- Ensure all applicable Health & Safety Management System policies and procedures and Environmental (ISO 14001) Management System policies and procedures are followed.

## MINIMUM QUALIFICATIONS

### **Education (diploma, degree, professional designation)**

Diploma/degree in Professional Communications or Corporate Communications and Public Relations is required and a Graphic Arts education or job related experience is an asset

### **Experience**

Marketing & Communications with strong organizational skills. Ability to manage and execute projects across a broad portfolio with time critical deadlines, strong attention to detail and a bias to action. Ability to work within a cross-functional team environment that can include many reporting levels and varying skills and competencies

### **Knowledge, Skills & Abilities (KSA'S)**

Advanced written and verbal communication skills, relationship building and listening skills. Knowledge of creative development, creative and production processes, on-line development and implementation an asset. Proficiency in Microsoft Word, Excel, PowerPoint and Outlook. Bilingual (English/French) or high level of written and spoken French preferred

### **Personal Qualities**

Resourcefulness and willingness to demonstrate initiative, able to act independently within approved project guidelines

### **Learning time**

3 – 6 months

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Employee Signature

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Date

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Immediate Leader Signature

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Date

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Director of Human Resources Signature

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Date