



*International Plowing Match & Rural Expo*  
*Concours international de labour et exposition rurale*  
— SEPTEMBER 17-21 2019 SEPTEMBRE —

<b>Position:</b>	Marketing and Communications Coordinator
<b>Reports to:</b>	IPM 2019 Lead Coordinator
<b>Hours of Work:</b>	35 hours per week, as assigned
<b>Location:</b>	30 Front Street, Hwy 17 West, Sturgeon Falls ON

## Role

The Marketing and Communications Coordinator is a key player in the promotion and advertising of the 2019 International Plowing Match and Rural Expo (IPM) in Verner, Ontario. The Marketing and Communications Coordinator reports directly to Lead Coordinator, and works closely with the 2019 IPM Board of Directors. This internship is a full-time contract position, from December 2018 to March 2020.

## Responsibilities

### Media and Social Media

- Update website content as needed
- Generate and update content for various Social Media platforms, including but not limited to Facebook and Twitter
- Communicate with local and regional media (Radio, Newspapers, etc.) for advertising
- Insure interview requests are directed to appropriate contact

### External Communications

- Assist in planning, writing and managing of quarterly newsletter
- Draft and distribute news releases, media advisories and other stories
- Elaborate a reviewing process for any information that is released by the IPM

### Marketing

- Participate in the development and upkeep various marketing tools including flyers, posters and programs
- Work closely with the Marketing Committee
- Develop and implement a marketing plan for the IPM 2019

### Other Responsibilities

- Collaborating with various committees in the development of ideas for marketing and communications
- Participate to Marketing Committee meetings and take minutes
- Help develop an accommodation booklet to showcase the areas hospitality and gastronomy
- Other duties as assigned.





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### Qualifications

- Post secondary degree, diploma or certificate in Public Relations, Communications, Journalism or related field
- Bilingualism an asset
- Great knowledge of various social media platforms
- Ability to work with tight deadlines and under pressure
- Ability to work independently and in a team environment
- Computer skills including Microsoft Office Suite
- Graphic design experience is an asset
- Ability to work flexible hours, including evenings and weekends
- Great organizational skills

### Eligible Youth Internship Criteria:

- Unemployed or underemployed (persons under the age of 30);
- Have graduated within the last three (3) years with a degree, diploma or certificate from a recognized post-secondary institution;
- Legally entitled to work in Canada;
- Have not previously participated as a youth intern in FedNor's Northern Ontario Development Program or in any other federal or provincial internship program with pay for a period of six (6) months or more;
- Not related to the directors, officers or managers of the organization; and
- Work on projects related to innovation, digital economy or trade (applicable only to private-sector internships)

**Applications for this position will be accepted until 2:00 p.m. on January 25, 2019.**

Applications should be addressed to:

**Catherine Levac-Lafond**  
Lead Coordinator, IPM 2019  
30 Front Street, Hwy 17 West,  
Sturgeon Falls, ON P2B 3L4  
e-mail: [info@ipm2019.com](mailto:info@ipm2019.com)

