

Job Title	Marketing and Project Development Officer
Reports to	Project and Marketing Manager

Job Overview

Under the supervision of the Project and Marketing Manager, the Marketing and Project Development Officer will work on Insight's marketing and business development activities. This individual will also provide assistance in the development and execution of project initiatives.

Duties and Responsibilities

- Provide assistance in the development and execution of robust business development and marketing plans to materialize Insight's growth objectives.
- Work with our marketing and social media team to develop as well as disseminate attractive and compelling marketing materials and content.
- Actively explore and identify opportunities for expansion and/or enhancement of services with existing corporate clients.
- Participate in client/partner prospecting and engagement activities.
- Develop business and competitive intelligence to better meet the needs of existing and potential clients.
- Conduct thorough investigation/research and analyses on necessary aspects and components of a project concept.
- With the guidance of the Project and Marketing Manager, prepare and organize project plans that include the following components:
 - Project objectives
 - Targeted outcomes and deliverables
 - Service categories and content
 - Potential partners and collaborators
 - Action plan with schedules, due dates, and milestones
 - Required resources and cost estimates, be that material, human resources, or others
 - Compliance requirements where applicable
 - Risk assessment and mitigation
 - Gap analysis for required resources, compliance, risks, and/or other applicable factors
 - Effects the project on existing operation and resources
 - Other applicable factors
- Minimize the potential for project delays and ensure proper resolution of project issues and concerns by:
 - Looking out for causes for delays as well as any other issues and concerns at every stage of a project.
 - Communicating all project concerns, anomaly, or delays to management in a timely fashion.
 - Working with colleagues and subject matter experts to analyze, select, and apply appropriate solutions, mitigation strategies and/or alternatives for identified issues and concerns.

Required Qualifications

Education and Experience

- Currently in a diploma or undergraduate degree in business or a related field. A suitable combination of education, training, and experience will also be considered.
- One or more years of relevant experience.

Knowledge, Skills and Abilities

- Highly organized and thorough, with strong attention to detail and accuracy

- Exceptional communication skills, both verbal and written
- A critical thinker that is action and results oriented
- Sound decision-making and problem-solving skills
- Efficient, flexible, and can effectively manage a demanding schedule with multiple priorities
- Highly self-motivated and can work independently with minimal supervision
- Technologically savvy, with intermediate to advanced Microsoft Office capability
- Ability to conduct research and analyses as well as develop budgets.

Conditions of Work

There is a part-time position with 25 to 30 paid hours a week and is based at our Edmonton South service centre but can also be remote. Flexibility of the working day is inherent in the position. The workload fluctuates depending on project timelines. The individual must be in a post-secondary program to be eligible for this position.

Interested and qualified and interested candidates are invited to submit their CV or resume as soon as possible to:

Julia Donnelly

Email: jdonnelly@insightpsychological.ca