

**Brand Development Innovator**  
**May – August, 2024 (19 hours/week)**  
**\$18.25/hour**  
**Remote (with some in-person meetings/events)**

**Deadline to apply: April 29, 2024**

Are you an undergraduate student at Memorial University looking for experience in marketing and helping an organization rebrand? Check out the part-time job opportunity below with Portugal Cove-St. Philip's Chamber of Commerce (soon to be rebranded as Killick Coast Chamber of Commerce).

**About Portugal Cove-St. Philip's Chamber of Commerce**

A non-profit business organization formed in 2017, the Portugal Cove-St. Philip's (PCSP) Chamber of Commerce is growing to become known as the Killick Coast Chamber of Commerce by summer 2024. This allows the Chamber to grow our mission of helping foster a healthy business community in PCSP to now include all seven municipalities in the Killick Coast: PCSP, Torbay, Bell Island, Flatrock, Pouch Cove, Bauline and Logy Bay-Middle Cove-Outer Cove.

**About the position**

The PCSP Chamber of Commerce requires a student to assist with our expansion plans to rebrand as the Killick Coast Chamber of Commerce by October 2024. This involves working closely with the board and Executive Director to execute all necessary elements including but not limited to a new logo, website, social media campaign as well as assisting with current initiatives and member services.

The position will primarily be remote with some meetings, member events and other activities to attend in-person. Specific days and hours worked, including the start and finish date, are flexible in order to accommodate the students' needs.

**Tasks/Responsibilities:**

- **Develop the rebranding strategy:**
  - Collaborate with the board and Executive Director to develop a comprehensive rebranding strategy for the transition to Killick Coast Chamber of Commerce
  - Define the brand identity and messaging that align with the values and goals of the Chamber of Commerce, that can serve as a guiding reference
- **Design branding elements:**
  - Help design a new logo that reflects the essence and values of the Killick Coast Chamber of Commerce
  - Help with the design and development of a new website, ensuring it aligns with the rebranding strategy and provides an excellent user experience
  - Develop branding/marketing materials for both various channels that can be used as templates for future initiatives
- **Develop a social media campaign to promote the rebranding efforts and ensure there is strong engagement with the community**

- Provide support for current initiatives such as the Killick Coast Food Hub, including assisting in organizing and promotional activities
- Other related tasks may be required

**Eligibility requirements:**

- Be duly recognized as a student of Memorial University during the time of the placement
- Be in good academic standing
- Respectfully uphold your commitments towards the community partner as prescribed by the work placement
- Complete a post-placement reflection exercise/debrief

**Application Process**

This position is supported by Memorial's Centre for Social Enterprise (CSE), through their Work Experience in Social Enterprise program.

In **one PDF document** please submit your cover letter, resume, student number, and contact information for two references to **socialenterprise@mun.ca**. Please reference the job title in the subject line of your email. The CSE embraces diversity and welcomes all applications from eligible Memorial University students.

Applications will be sorted and sent to the employer for their consideration. Only short-listed student candidates will be contacted for an interview. If a student is successful, the start and end dates of the placement will be confirmed.

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If you have any questions about the position, please contact [socialenterprise@mun.ca](mailto:socialenterprise@mun.ca).