



University  
of Victoria

<b>Job Title</b>	<b>Revenue and Marketing Specialist Co-op</b>
<b>Hours</b>	8:30 am – 4:30 pm
<b>Start Date</b>	May 1 – August 28, 2017
<b>Length of Contract</b>	4 months full time
<b>Reports to</b>	Matthew MacLean, Operational and Business Strategist
<b>Date</b>	February 2, 2017

#### **What is CanAssist?**

CanAssist is a university-based organization dedicated to developing and delivering technologies, programs and services that improve the quality of life of those with special needs, including the seniors' population. More information on CanAssist can be found at [www.canassist.ca](http://www.canassist.ca)

#### **Position Description:**

CanAssist has an opening for a revenue and marketing specialist to assist in market assessment for new technologies and the development of a comprehensive revenue and marketing plan around a website designed to connect the elderly and people with disabilities to assistive technologies.

The position reports to CanAssist's Business and Operations Strategist and specific responsibilities may include leading the development of a targeted marketing strategy, marketing plans for a soft rollout of the website in specific communities within British Columbia, and revenue and financial sustainability strategies. The successful candidate will work primarily within CanAssist's Ability411 team but will also be required to provide expertise into other revenue and marketing opportunities associated with the development of new products in the assistive technology sector

#### **Required Skills and Qualifications:**

The successful candidate will ideally be a 3rd or 4th Year Commerce student or MBA student or student with a background in and knowledge of marketing strategies. We are looking for a student who has a creative and unique approach to marketing, with a particular aptitude for web-based marketing and revenue approaches. The candidate must be able to work independently, with direction from senior CanAssist staff.

#### **Preferred Additional Skills and Qualifications:**

Experience in working with seniors and / or people with disabilities would be considered an asset but not a requirement

#### **Submission Requirements and Contact Information:**

Please submit a cover letter, resume and contact information for three references to Vicky Irvine, Executive Coordinator, **by 4:00 pm, Friday, Feb. 24**. Late applications will not be considered. Applications may be submitted by fax (721-7299), or via email attachments ([vcirvine@uvic.ca](mailto:vcirvine@uvic.ca)). Only those candidates selected for interviews will be contacted.