



JOB DESCRIPTION

The Employer

A. Farber & Partners Inc. is a well-established professional practice that provides solutions for money problems. Our services include acting as Trustee in Bankruptcy and as Administrator of Consumer Proposals for individuals' estates.

Visit our website at www.afarber.com for more detailed information.

Title: Marketing Assistant

Date Prepared: January 11, 2010

Reports to: Marketing Director

Supervision Rec'd: General supervision

Supervision Given: Not applicable

Main Responsibilities:

- Develops media packs & giveaways for trade shows and conferences.
- Serves as liaison between the company and advertising agencies, freelance talent, print suppliers, and other marketing services.
- Prepares company newsletters, press releases and event announcements.
- Updates company news, press releases & headlines on corporate website.
- Assists in the development of promotional strategies.
- Prepares event/ meeting agendas, invitations, registration forms and payments/refunds tracking for customer events.
- Gathers external and internal intelligence regarding competitive activity.
- Provides administrative support to directors, including running errands, coordinating travel arrangements, & preparing agendas & appointments.
- Generates form letters for mass brochure mailings to prospective customers, including thank you letters & invitations etc.
- Assists with coordination of media & marketing events.
- Arranges preparatory meetings for seminar events and trade shows.
- Coordinates catered events for customer visits & staff events, including dinners, luncheons, beach parties, picnics, happy hours, clubs, etc.
- Validates and fulfills requests for marketing information. Tracks requests and mailings.

- Tracks prospective contacts, seminar attendees, event revenues & expense tracking.
- Manages and tracks expenses for each event.
- **Specifications/Qualifications:**
 - 3-5 years previous experience in a marketing assistant position required
 - Experience in a Bankruptcy/Insolvency firm would be an asset
 - College or University diploma, with emphasis on marketing required
 - Excellent interpersonal and communication (written and verbal) skills required
 - Solid organization and time-management skills essential
 - Strict attention to details and accuracy is a must
 - Innovative and Creative skills essential
 - Ability to work independently and as part of a team
 - Proficiency with Microsoft Office (Word, Excel, PowerPoint, Adobe, Assess) required

Qualified candidates should email their resume to Tessa Rubenstein at trubenstein@afarber.com.

We thank all candidates in advance for their application, however, only those candidates selected for an interview will be contacted.