

Real Co Canada is a Practice firm, which recreates all of the job functions in a Canadian business. Your placement is unpaid and will allow you to apply your professional skills in a realistic work environment, in order to gain hands on job experience. To find out more about Real Co Practice Firm please visit our website: <http://www.realcocanada.com>



**Position**                      **Marketing Communications Specialist**  
**Department**                **Sales & Marketing**  
**Supervisor**                 **Broker (or senior department role)**

### **Summary**

The Marketing Communications Specialist develops and implements REAL CO.'s (REAL CO.) communication / promotion strategies and information programs to increase public awareness of Real Co. Practice Firm as a business within the national / international networks and as a practice firm in the local / regional communities.

### **Responsibilities**

- Prepare/write/edit communications literature, news releases and management speeches
- Assist in the establishment and maintenance of public relations with the media
- Provide leadership and support for marketing projects and events as required (conferences, info sessions, media releases and publicity events, ad campaigns for internal and external audiences)
- Prepare educational/informational materials and info sessions with potential clients to increase awareness and benefits of REAL CO.'s services and practice firm activities
- Translate (when possible) marketing and communications documents
- Write articles and/or take photos of corporate and special events
- Work in collaboration with others to develop and implement promotional/marketing strategies (ie. presentations, ads, videos, brochures)
- Carry out other duties/projects as requested by REAL CO. management team.

### **Required Skills**

- College diploma or university degree in English, Communications, Journalism, Publishing (or related field), or equivalent experience
- An asset would be knowledge of database programs, desktop publishing, and interactive media software (Adobe Illustrator, PhotoShop)
- Solid MS Office skills and/or demonstrated experience
- Strong written communication and organizational skills
- Good interpersonal skills, bilingualism would be an asset
- Flexible and able to work within timelines and in a team environment

**"Clients' success is based upon our formula of time management, which consists of 80% business activities and 20% jobs search. Candidates are expected to manage their time to ensure a commitment to job search strategies, business activities and resulting assignments and projects. The Practice Firm experience is only as successful as the effort displayed by the participants. Our program is based on teamwork and cooperation in a mutually supportive environment that emphasizes quality work in a professional setting."**

