

Rideau Environmental Action League  
REAL Deal Store Promotions Co-ordinator  
26-week Job Creation Program Contract

**Title:** Promotions Coordinator for the REAL Deal Store

**Employer:** Rideau Environmental Action League. REAL is a small, non-profit community environmental group. See [www.REALaction.ca](http://www.REALaction.ca) for more information.

**Location:** The REAL DEAL Store and Environment Centre, 85 William St., West, Smiths Falls, ON

**Application Deadline:** Please send a resume and cover letter to REAL at [info@REALaction.ca](mailto:info@REALaction.ca) by midnight Oct. 14, 2008.

**Start Date:** ASAP

**Eligibility:** Applicants must be unemployed and have either established or ended an EI claim within the last 3 years, or a maternity/parental EI claim within the last 5 years. The successful candidate will be employed under the Job Creation Program.

**Salary:** \$423/week, 40 hours/week, Tuesday - Saturday, for 26 weeks.

**Job Description (Summary):**

The Promotions Co-ordinator is responsible for designing, developing and implementing in-store and external promotions for the REAL Deal Store; for developing and conducting a customer survey; and for assisting in the store as required on cash, sales and receiving.

**Requirements:**

- strong organizational skills
- post-secondary education or comparable experience in environmental studies, management, marketing, communications, or retail sales
- knowledge of Lanark and Leeds and Grenville counties
- sales, marketing and communications skills
- developed interest in protecting the environment
- developed interest in promoting social change and education
- self-motivated, entrepreneurial
- availability to work some evenings or weekends
- computer literate, including email, word processing and internet
- physically able to lift furniture

**Assets:**

- drivers license and access to a car

**Duties & Responsibilities:**

- Assist the Store Manager with the physical setup of the store, with arranging, display and pricing inventory.

- Assist the Store Manager with developing strategies to improve material donations.
- Develop, implement and document marketing strategies for the store including for seasonal items, the Silent Auction and other special sales events.
- Develop, conduct and report on a customer survey
- Train volunteers in some tasks.
- Other duties as required.

**Other Duties**

- To respond to public inquiries about protecting the environment by phone or in person.