



Job Title: Student Marketing Assistant

Position Type: Full-Time Contract. (32 Hours weekly)

**Students must be entering or returning to full-time post-secondary studies in the Fall to be considered for this position.*

Duration: 17 weeks (Approximately - May 11th to September 4th)

Reporting & Location: This position will report to the Marketing Coordinator in Charlottetown, on site and/or from home.

Overview:

We are seeking a motivated and creative Student Marketing Assistant to join our team. This position will work closely with the Interim Marketing Coordinator to develop and implement a comprehensive social media strategy for our company, which hosts various properties on platforms such as Airbnb.

Key Responsibilities:

- **Social Media Strategy Development:**
 - Collaborate with the Interim Marketing Coordinator to design and execute a social media strategy that enhances our online presence and engages our audience.
- **Content Creation:**
 - Capture high-quality photographs of properties and relevant happenings in the area to be used in social media posts and marketing materials.
 - Ensure all visual content aligns with the brand's aesthetic and messaging.
- **Digital Listings Management:**
 - Update and maintain Airbnb and website listings with new photos and relevant information to attract potential guests.
- **Social Media Calendar:**
 - Develop and populate a social media calendar for the upcoming year, scheduling posts to ensure consistent engagement across platforms.



Qualifications:

- Currently enrolled in a marketing, communications, or related field.
- Strong photography skills with a good eye for detail.
- Familiarity with social media platforms (Instagram, Facebook, Twitter, etc.) and their best practices.
- Excellent written and verbal communication skills.
- Ability to work independently and collaboratively in a team environment.
- Basic knowledge of digital marketing tools and strategies is a plus.
- Must be able to pass a criminal record check.
- Must supply your own computer and quality camera. (Smartphone camera is acceptable)

Benefits:

- Gain hands-on experience in digital marketing and social media management.
- Opportunity to work closely with industry professionals and gain insights into the marketing field.
- Flexible working hours to accommodate academic commitments.

Application Process:

Interested candidates should submit their resume, a cover letter detailing their interest in the position, and a portfolio of relevant work (if available) to lbeck@airbnbhost.co.

Closing Date: May 1, 2026