

Marketing and Social Media Assistant - Student Position

May 26, 2021 – September 6, 2021

\$15.20/ hour (30 hours/week)

The Marketing and Social Media Assistant will work closely with Nanaimo Museum staff to promote museum events, programs and exhibits through social media and marketing campaigns. The successful student will also help staff programming and events, and greet guests as needed. Candidates must have strong interpersonal and communication skills, and knowledge and understanding of social media engagement as a promotional tool.

Job description

- Assist with the creation, scheduling, and responding to social media posts on Nanaimo Museum's Facebook, Instagram, and Twitter accounts.
- Assist with digital marketing projects (SEO tasks, Email Marketing, Digital Advertising) in support of museum operations and assets.
- Assist with creating, scheduling, and responding to marketing materials on a variety of community event and promotional sites and publications.
- Assist with marketing and advertising content.
- Assist with the facilitation of programming and events throughout the summer season.
- Administrative duties will include interacting with the public, especially at the front desk, and assisting with community marketing
- Other duties, as required

Job Requirements

- Be able to use social media platforms including Facebook, Instagram and Twitter. Familiarity with scheduling program Later an asset.
- Be able to use computer software included in the MS Office 2016 Suite (Word, Excel, etc), be familiar with InDesign, Photoshop and Canva.
- Have some knowledge of marketing and social media best practices and techniques.
- Have some photography and videography skills.
- Have strong communication skills in English – both written and oral (intermediate to fluent French as well is an asset)
- Have strong interpersonal skills – as a team member and with a variety of age levels within the general public
- Be flexible to after-hours and weekend shifts.
- Have reliable access to an internet connection should health regulations require a shift to working from home.
- Be adaptable and flexible to job requirements, self-motivated and responsible
- Be able to provide a clear Vulnerable Sector check
- Have an understanding of Nanaimo's Indigenous and settler history.

Due to the ongoing COVID-19 public health emergency, the museum has adapted its operations to ensure we are meeting all WorksafeBC requirements. All employees will receive special COVID-19

training and orientation and are required to follow all the requirements and policies in place to support a healthy and safe work environment. These include:

- A strict cleaning schedule that all staff must follow
- Policies around staying home when sick.
- Employees must follow mask-wearing policies in and around museum venues and programming sites.
- Social distancing at work
- Safety protocols and workflow adjustments as required.
- At time of posting, all private rentals, events, and in-person school and public programming are on hold.

All applicants must meet eligibility criteria set out by Young Canada Works:

- Be available for the full term of employment,
- Be a Canadian citizen, or a permanent resident, or have refugee status in Canada,
- Be a current and returning student,
- Be between the ages of 16 and 30, and
- Have no other full-time job within the employment term

Position is subject to funding approval. Applicants with an education in marketing, communications, graphic design, tourism, or history are preferred. This position is open to the Government of Canada's equity groups (i.e., women, persons with disabilities, visible minorities, Indigenous Peoples, and new Canadians).

Applications will be accepted until 4pm Tuesday, April 6, 2021, and can be emailed to:

Steph Kveton, Program Coordinator

Re: YCW Marketing and Social Media Assistant

Postings@nanaimomuseum.ca

The Nanaimo Museum is a registered charity that engages the community and visitors in meaningful experiences relating to local cultural heritage. The Nanaimo Museum is located on Vancouver Island, on the traditional territory of the Snuneymuxw First Nation. The City of Nanaimo has approximately 90, 000 citizens. The region includes heritage and ecological attractions.