

Summer Student Position – Marketing Assistant

Start Date: May 11th 2020, 16 weeks @ 30 hours/week (Weekend availability a must.)

Hours 9:45am – 4:15pm (1/2 hour unpaid lunch), Rate: \$16.00/hour + 4% vacation pay

Reports to Executive Director who is responsible for time allocation, scheduling, and any change or addition in duties.

Overall Job Description

Assisting with the marketing of the museum; its activities and events, by researching and utilizing a variety of strategies such as; social media, press releases, website updates, blog articles, print publicity, and free listings.

The ideal candidate will also help to further develop and prepare materials for onsite educational opportunities for diverse audiences, such as scavenger hunts, tours, lectures, and workshops. The Marketing Assistant is also responsible for the inventory, sales and publicity of the museum's small gift shop.

Other duties will include:

Administrative

- Maintains the daily operation of the museum, performing opening and closing procedures;
- Greets visitors to the museum and monitors attendance totals;
- Answers general inquiries through social media messages, email, and phone or in person.

Public Programming

- Working with the Collection Archives Assistant to help to prepare and edit photographs, descriptions and documents for public display;
- Supporting community outreach efforts by representing the museum at events through the use of our historic period costume booth, such as the Canada Day celebrations;
- Collaborating with our partners to provide workshops and lectures offsite, such as the Summer Reading Club offered by local branches of the Okanagan Regional Library.

Assets include:

- Ability to communicate effectively, both spoken and written;
- Attention to detail, excellent organizational skills, and very reliable;
- Proficient at using Microsoft Office programs (mainly Excel & Word) on PC;
- Design experience and knowledge of Adobe suite, or other desktop publishing software;
- Experience using a variety of social media platforms;
- Self-motivated and comfortable working independently;
- Enthusiasm for and interest in learning about local history and culture;
- A polite and positive manner in all dealings with the public, volunteers, staff and board members;
- A valid driver's license and access to a vehicle is considered an advantage.
- Must be eligible for Canada Summer Jobs and Young Canada Works positions. Candidates must be between 16 and 30 years of age at the start of employment and full-time students intending to return to their studies in the next school year. For more information please visit the Government of Canada webpages for both of these programs.
- The ideal candidate will be a senior university student studying Management, Business Administration, History, Culture, Creative arts, English, or Media Studies.

The Lake Country Museum and Archives is an equal opportunity employer and encourage applications from all qualified candidates. Position subject to grant funding. Please submit resume with cover letter to the attention of the Executive Director by email: edlcmuseum@shaw.ca no later than April 17, 2020.