

Marketing Coordinator – YCW BCH

The [Fraser River Discovery Centre](#) (FRDC) in New Westminster, BC is an interpretive centre and not-for-profit organization. The FRDC's mission is to bring together the many voices of the Fraser to discover, celebrate, and inspire passionate stewards of the river through exhibits, education programs, and public programs.

RESPONSIBILITIES

This internship starts in May 2023 and ends Dec 2023. In this role, you will design effective marketing pieces (print, digital and social) and structure marketing campaigns to generate interest and drive engagement with the FRDC and its mission. You will produce content for and actively maintain Twitter, Facebook, and Instagram platforms with the goal to increase awareness and engagement for our audiences. Additionally, you will maintain other digital platforms including the FRDC website. Your duties include:

Content Creation

- Draft, edit, post, and schedule social media content to engage audiences across all assigned channels
- Develop platform-specific social media content features
- Create digital content including photos, gifs, and videos
- Update social media content calendars for assigned channels
- Coordinate content for e-newsletters and promotion email communications

Social Media Coordination

- Monitor and share social media results on a regular basis as they relate to marketing goals and objectives
- Develop ad campaigns to maximize participation, sales, and profile opportunities
- Monitor emerging social media tools to see how they can be incorporated into current marketing strategies

Website Administration

- Update content
- Monitor website analytics

General Duties

- Graphic design
- Contribute to marketing strategy and planning
- Maintain and develop relationships with collaborators and partners
- Front desk duties as required

QUALIFICATIONS

Required

- Completion of post-secondary degree in related discipline or equivalent (e.g. Tourism, Museums, Business, Marketing, etc.)
- Interest in science communication and informal education
- Ability to work effectively and efficiently independently, and as a collaborative team member
- Proficient in Microsoft Office Suite; graphic design software such as Canva, Photoshop, or InDesign; Wordpress; social media platforms; and JotForm
- Demonstrated initiative and innovation
- Demonstrated graphic design skills
- Demonstrated writing skills, including content for publication
- Experience working with diverse audiences and team members
- Ability to manage time effectively, and multitask while under pressure to meet deadlines
- Excellent interpersonal communications skills, both verbal and written

Desired

- Familiarity with social media management and coordination
- Valid Class 5 Driver's License (or equivalent)
- Proficiency in a second language

The Fraser River Discovery Centre hires on the basis of merit and is strongly committed to equity and diversity within its community. The FRDC encourages applications from women, visible minority group members, persons with disabilities, persons of minority sexual orientations and gender identities, and others with the skills and knowledge to productively engage with diverse communities.

RATE: \$19 per hour plus 4% in lieu of vacation.

HOURS: 37.5 hours per week.

APPLICATION DEADLINE: April 1, 2023.

This position is funding dependent and applicants must be:

- a Canadian citizen or a permanent resident, or have refugee status in Canada (non-Canadians holding temporary work visas or awaiting permanent status are not eligible);
- legally entitled to work in Canada;
- between 16 and 30 years of age at the start of employment;
- willing to commit to the full duration of the work assignment;
- not have another full-time job (over 30 hours a week) while employed with the program;
- unemployed or underemployed;
- a college or university graduate; and
- not receiving Employment Insurance (EI) benefits while employed with the program.

Young Canada Works (YCW) at Building Careers in Heritage (YCW BCH) is an internship program for unemployed or underemployed college or university graduates. It helps graduates make the transition from college or university to the workplace, allowing them to hone their professional skills and begin a career in the heritage, arts, and cultural sectors.

To apply, please email résumé and covering letter using the subject line “Marketing Coordinator YCW” to: Karen Lee, Director of Operations, hr@fraserriverdiscovery.org