

**JOB DESCRIPTION**

**Job Title: Promotions & Communications Assistant**

**Reports To: Visitor Services Coordinator and Executive Director**

**Wage: $12-$14/hour**

**Hours: 40 hours/week for 16 weeks (May through Aug)**

**Location: Tourism Visitor Centre, 3700 2nd Avenue West, Prince Albert.**

**A. OVERALL PURPOSE OF THE JOB**

* Promoting Prince Albert to both visitors and residents to help them become aware of the diversity of Prince Albert. To encourage return visits and lengthen stays. Present an overall positive image of the community and be present in the community doing so.

**B. ORGANIZATIONAL DIMENSIONS OF JOB**

* Accountable to the Visitor Services Coordinator.
* Full-time position working 40 hours per week for 16 weeks. (variable schedule)

**C. SPECIFIC DUTIES OF THE JOB**

**MARKETING & PROMOTIONS**

* Maintain active presence on social media across various platforms
* Create engaging and shareable content for social media, blog, and website
* Creating stories and profiles on local attractions, businesses, events, etc.
* Aid in the development and implementation of social media content calendar and measure through analytics
* Use of social media management tools to monitor, schedule and manage content.
* Photography and videography at events, attractions, etc.
* Assist in planning and executing Tourism Awareness Week
* Interacting with partners, visitors, residents and more to actively promote Prince Albert

**VISITOR SERVICES**

* Assist with the daily operations of the Visitor Centre and Gift Shop:
* **Greet every visitor as they enter the facility and offer assistance**
* Reply to inquiries in-person and over the telephone
* Sales of Merchandise; maintain display area and stock (inform supervisor when low)
* Complete daily cash out
* Complete summer inventories
* Re-stock tourism brochures as needed (inform supervisor when print material is low)
* Record daily visitor count, note reason for visit
* Maintain cleanliness of the facility and grounds
* Perform any specific summer projects assigned such as Visitor surveys, research projects etc.
* Make deliveries and perform errands, as requested
* Other duties as required

# D. REQUIRED KNOWLEDGE AND COMPETENCIES

* Strong communication skills
* Excellent customer service skills
* Knowledge of and experience with Digital & New Media
* Computer skills
* Ability to multi-task effectively
* Positive Attitude, personable, outgoing/social
* Administrative, organizational and time management skills
* Ability to work collaboratively in a team environment and an a individual, self-starter
* Ability to research and gather information
* Reliability
* Mandatory compliance with corporate policies such as dress code (T-shirts will be provided) and OHS standards.
* Valid driver’s licence (Minimal travel within the City of Prince Albert will be required)
* This position requires physical effort as some lifting may be required
* Must be able to work independently and as part of the team; time management is crucial.
* Must be willing to work weekends and some evenings

**E. ADDITIONAL ASSETS**

* Knowledge of attractions, events, tourism products and services in Prince Albert and Area
* Knowledge of a second language
* STEC (Customer Service) Training
* First Aid CPR/AED
* Working knowledge of Photoshop

**F. INTEREST & EXPERIENCE IN THE FOLLOWING AREAS IS CONSIDERED AN ASSET**

* Marketing & Promotions
* Communications & Writing
* Customer/Visitor & Partner Services
* Digital & Social Media
* Graphic Design, Videography & Photography