

THE CORPORATION OF THE TOWN OF COCHRANE

JOB DESCRIPTION

Job Title: Marketing and Events Co-ordinator (Paid Internship)

Internship Qualifying Criteria:

- Post-secondary graduate.
- Internships must provide *first-time employment* in the field of Marketing/Events.
- The intern must also not have previously participated in an internship program.

Department: Polar Bear Habitat

Hours of Work: This is a one year, contract, full-time position, based on 35 hours per week. There will be mostly daytime work with some evening/weekend hours.

Salary: Approx. \$31,000 per annum, per established Internship Program with NOHFC.

Immediate Supervisor: Polar Bear Habitat Manager

Job Summary: The intern will be responsible for co-ordinating events – both fundraising and promotional – at the Polar Bear Habitat and/or at other venues depending on the event. The Co-ordinator will also be responsible for developing and executing a marketing plan for the Polar Bear Habitat.

Probationary Period: Two (2) Months

Special Consideration:

Position demands the ability to interact effectively with agencies and the public, including but not limited to media, government, foundations and the Polar Bear Habitat committee and/or Boards.

Essential Duties and Responsibilities:

- Creates event proposals to include overview, creative components, budgets, timelines, terms & conditions and risk management considerations.
- Creates year-long calendar of events/plan for PBH
- Executes events including coordination of volunteers, site plans, load-in/out schedules, contracting of suppliers, co-ordination of staff.
- Solicits, books and organizes Group Tour visits to the facility.
- Leads tour groups through the facility and Heritage Village.
- Creates and hosts activities for school groups and special interest groups.
- Researches and evaluates marketing and advertising opportunities and creates plan to include budget, timing, schedule, reach and value.
- Develops and evaluates measurables to rate success of marketing initiatives and events.

- Performs various administrative services which require computer skills in Word, Publisher, Adobe PhotoShop (or similar photo editing software), Excel, Outlook, etc.
- Writing of press releases, editorial stories, print ads, radio scripts and other essential marketing pieces.
- Assist in the development of, and maintenance of the Polar Bear Habitat website.
- Knowledge of digital camera and or video camera operation an asset.
- Develop excellent organizational, time management, communication and writing skills.
- Follows the priorities established through the Board of Directors, PBH Manager and implements policies and procedures derived from the Strategic Plan and similar directives.
- Light cleaning duties, occasional lifting.
- Knowledge of – or desire to learn about Polar Bears, Global Warming and Polar Bear Conservation.
- Develops and maintains social media such as PBH Facebook Site, Twitter, Instagram and Website.
- Online Store maintenance.
- Graphics and/or formatting experience an asset.

Qualifications and Skills:

- General Bachelor of Arts, College Diploma in Marketing, Event Planning, Tourism, Communications and/or Business Management.
- Must have a valid class “G” Driver’s License
- Training in WHMIS, First Aid, CPR or related courses is an asset.
- Ability to communicate in both French and English is an asset.
- Personal suitability and satisfactory physical condition.
- Ability to be flexible, work independently and in a team environment.
- Ability to perform light manual labour, including bending, stooping, reaching and lifting.
- Ability to establish and maintain cooperative relationships with other staff and project participants.

THIS OPPORTUNITY IS

PROUDLY SUPPORTED BY:

