



MARKETING ASSISTANT

LOCATION	CAREER AREA	EMPLOYMENT TYPE	DEPARTMENT
Wanuskewin, Saskatoon	Marketing	Full-Time, Seasonal	Marketing

ABOUT WANUSKEWIN

Wanuskewin is a global centre of excellence in education and Indigenous tourism. Our teachings and respect for the land are rooted in Northern Plains Indigenous peoples' cultures, heritage, and arts. Located 5 km north of Saskatoon, and with 6 km of walking trails and a growing herd of Plains Bison, we are committed to sharing our 6,400 years of oral and archaeological history. We provide a variety of educational programs that share Indigenous cultures, teachings, languages, and history. As the longest continuous archaeological project in Canada, we have artifacts, dig sites, and thousands of years of history to share with our visitors.

To further our application for UNESCO World Heritage Status, we started a multi-year, \$40 million renewal and rejuvenation project in 2017. Now that our project has reached completion, we are excited to share our renovated Visitor Centre, Restaurant, and Gallery, and our brand new Interpretive Exhibits, Conference Centre, and Playground.

POSITION SUMMARY

We are looking for a motivated post-secondary student to join our Marketing team as a Marketing Assistant for the summer of 2021. The successful applicant will report to the Director of Marketing and Communications. The Marketing Assistant will act as a reporter and work with all departments to promote and feature our summer programs and events. They will complete one full sales cycle and create, manage, and adjust a marketing initiative from beginning to end under the guidance and mentorship of the Director of Marketing and Communications.

The anticipated start date of this position is May 1, 2021.

Responsibilities:

- Promote events and programs leading up to the event and during it
- Create content for online campaigns and features
- Advertise programming and daily event
- Manage social media calendar
- Research and use a Reputation Management tool
- Work on website analytics management
- Work on social media analytics management
- Formally present online statistics and trend analysis



- Develop press releases as required
- Create an inventory of media assets (digital and film) by cataloguing and recording pre-existing files and compiling them in an easily accessible format
- Post to our social media sites daily and begin weekly features to offer content on a consistent and engaging schedule
- Develop new marketing strategies to improve online interactions and response from the public

QUALIFICATIONS AND EXPERIENCE

Our ideal candidate is a post-secondary Business student with a focus on Marketing, Media Studies, Journalism, Tourism, or another related area of study. A demonstrated knowledge of Northern Plains Indigenous peoples' culture, language, and traditions is essential. Previous experience working in marketing is an asset.

Required qualifications and experience:

- Must be a returning student for the fall of 2021
- Must have knowledge and experience with a variety of social media sites
- Must have excellent written and oral communication skills
- Must be able to work in adverse conditions such as heat, rain, and wind
- Must have strong interpersonal skills
- Must be able to work independently and as part of our diverse team
- Must be proficient in Microsoft Office
- Must have a positive attitude, willingness to learn, and a commitment to our goals and mission

Preferred skills:

- Previous experience working in marketing and engaging with the public
- The ability to adapt to new situations and solve problems as they come up
- An attitude that is creative, sociable, and keen to communicate and interact in inventive ways
- Experience with photography and videography
- Have high energy and be motivating and engaging
- Familiarity with the Saskatchewan Education Curriculum

POSITION FUNDING

This position will be funded through the Government of Canada's Young Canada Works in Heritage Organizations (YCWHO) program. A candidate may be eligible for the YCWHO employment program if they:

- are 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);
- are legally entitled to work in Canada;
- are between 16 and 30 years of age at the start of employment;



- are willing to commit to the full duration of the work assignment;
- will not have another full-time job (over 30 hours a week) during the Young Canada Works (YCW) work assignment;
- have been a full-time high school, college, CEGEP or university student (as defined by their education institution) in the semester preceding the YCW work assignment; and
- intend to return to full-time studies in the semester following the YCW work assignment.

Note: Priority will be given to graduates that have not previously participated in the YCWHO employment program. **This position is funded through a grant and is dependent on funding availability.**

HOW TO APPLY

To apply for this position, submit your cover letter and resume with at least three references to humanresources@wanuskewin.com, or apply online through the Young Canada Works website. In your cover letter, describe how your experience and knowledge of marketing, social media engagement, and Indigenous tourism would make you an asset to our team.

The successful candidate will be required to produce a Criminal Record Check with Vulnerable Sectors and have reliable transportation prior to the start date. People with Indigenous (First Nations, Inuit, or Metis) ancestry will be given preference, but as an equal opportunity employer, the best candidate will be selected for the position (HRC-E-91-09) (HRC-E-91-17).