

Program Stream: Canada Summer Jobs

Organization Name: [Canada's Sports Hall of Fame](#)

Job location: Calgary, AB – Work will be performed onsite, subject to COVID-19 restrictions.

Job Title: Event Marketing Specialist

Hourly Wage: \$15.00, 35 hours/week

of youth requested: 1

Length of Assignment: 10-weeks duration

Term: December 6, 2021 – February 18, 2022 (unpaid leave – December 27 – 31, 2021)

Application Deadline: November 23, 2021

Responsibilities

Under the direction of the Vice President, Marketing and Fund Development at Canada's Sports Hall of Fame, we are seeking one Event Marketing Specialist intern to assist with the planning and development of a distribution plan surrounding Canada's Sports Hall of Fame's Indigenous Sport Heroes Education Experience physical book initiative. The successful candidate will:

- (a) Develop a project plan for the creation of a distribution and outreach strategy surrounding the physical book initiative associated with the Indigenous Sport Heroes Education Experience.
- (b) Research and identify appropriate channels, vendors and events that relate to the physical book initiative and effectively reach key stakeholders.
- (c) Propose distribution timelines, quantities, and logistics to support the effective dissemination of copies.
- (d) Support the development of messaging surrounding the distribution and promotional/marketing materials.
- (e) Contribute strategies to integrate the physical book into other initiatives and events being developed by Canada's Sports Hall of Fame; e.g. Chinook Blast, National Indigenous Peoples Day festivities, etc.
- (f) Collaborate on the creation of supporting social media, digital content and marketing creative surrounding the distribution of the physical book.
- (g) Assist with other marketing tasks such as social media, external communications, event preparation and media relations, as required.

Description of Tasks

Youth will:

- Learn how to develop a program plan anchored to a key marketing function of outreach and distribution.
- Understand stakeholder identification and to perform research surrounding effectiveness of aligned marketing and communication channels.
- Write effective messaging to support understanding of the value, relevance and important of a product/initiative.
- Learn how to oversee the development of a project plan, identify key objectives, create a project schedule, disseminate key information to appropriate team members, liaise with external contacts, and support the marketing and promotion of a product.

- Help create marketing content and communications for a project launch and ongoing success of an initiative (Social Media, Email blasts, Media Releases, digital and print materials, signage, etc.).
- Attend marketing and staff meetings to ensure that event logistics meet guidelines, department expectations and deadlines.
- Manage and coordinate volunteers that assist with events.
- Other duties, as required.

Language required for job: English

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Supervision: Supervision and professional support will be provided by the Digital Engagement & Special Projects Coordinator and the Vice President, Marketing, Fund Development and Communications.

Qualifications: The ideal candidate will be a recent graduate of, or pursuing a degree in, marketing, public relations, or communications, and under the age of 30, per CSJ guidelines, at the beginning date of the term. Candidates must have good interpersonal skills and be comfortable/competent using MS Office, including Outlook, Excel, PowerPoint, and Word. Previous experience working with Canva, Adobe Creative Suite and WordPress is an asset. Excellent organizational skills and an ability to work in a fast-paced environment to meet deliverables is very important.

To be successful in this role, applicants must possess: the ability to work both independently and as part of a team; excellent communication abilities (verbal, non-verbal and written); strong creative mind-set; adaptability and flexibility to manage shifting priorities; understanding of digital communications, and social media platforms and evolving trends. The successful candidate will be required to obtain a valid vulnerable sector police check.

Application Deadline: November 23, 2021 Interviews will be conducted by the Vice President, Marketing, Fund Development and Communications between November 24-30, 2021. A maximum of 5 candidates will be interviewed.

How to Apply: Please submit a cover letter (max. 1 page) and resume (max. 2 pages) combined as one PDF to Misty Kolozetti, Vice President, Marketing, Fund Development and Communications at mkolozetti@cshof.ca along with a creative writing sample (one page or less) that demonstrates your written communication skills. Please state in your application how you came across this job posting. Applicants who do not follow the above guidelines will not be invited for an interview.

Last updated: November 10, 2021

Eligibility

Per Canada Summer Jobs, to be eligible, youth must:

- be between 15 and 30 years of age at the start of the employment;
- be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment; and,
- have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

*The youth must be 15 years of age at the beginning of the employment period. The youth may be more than 30 years of age at the end of the employment period as long as the youth was 30 at the beginning of the employment period.

Job Equity: Canada's Sports Hall of Fame is committed to the principle of equal opportunity. As an employer Canada's Sports Hall of Fame welcomes diversity in the workplace and encourages applications from all qualified candidates within the scope of each job opening. Applications are welcomed from all members of Canada's job equity groups.

Characteristics of City/Region: Calgary is one of the fastest growing energetic cities in the world. In the past 20 years, Calgary has hosted more international sport competitions than the combined total of the three largest cities in Canada. The Calgary/Bow corridor area has been the primary training and preparation site for many of Canada's top athletes in winter and summer sports, both at the Olympic and Paralympic Games. Calgary is the only city in Canada where over 50% of citizens regularly visit museums and attend performing arts events. Calgary was designated a Cultural Capital of Canada for 2012. Metropolitan Calgary population 1.5 M.

Canada's Sports Hall of Fame officially opened in Calgary at Canada Olympic Park on July 1, 2011.

City of Calgary website: calgary.ca

Tourism Calgary website: visitcalgary.com

Calgary Attractions website: <https://www.calgaryattractions.com/new/>

Canada's Sports Hall of Fame website: sportshall.ca

Canada's Sports Hall of Fame's Education Programs: <http://www.sportshall.ca/visit/education-programs.html?lang=EN>

Indigenous Sport Heroes Education Experience: <http://indigenousheroes.ca/chapters/>