



Co-Op Student, Arts Job ID: 2022-0053

The City of Richmond is committed to be the most appealing, livable, well-managed community in Canada, a goal that is only made possible by developing our most valuable asset – *our people*. This is a great opportunity to join our team and shape our community. The City of Richmond offers competitive pay programs, comprehensive benefits and attractive incentives. If you are looking to make a difference, and to share our vision “to be the most appealing, livable, and well-managed community in Canada”, then please apply.

Overview

This is a four-months co-op position starting May 2022. Working under the guidance of the Destination Development Coordinator, the co-op student is responsible for developing promotional content and supporting the delivery of tourism-related programming for the Steveston Heritage Sites. These tasks will help increase visitation and tourism to the heritage sites in accordance with our 2022-2026 Destination Development Plan. The four key strategies identified in this plan are:

1. Enhance the offer of the Steveston heritage sites for tourism markets
2. Improve market presence of Steveston’s heritage sites.
3. Identify opportunities for revenue generation at Steveston’s heritage sites.
4. Cultivate partnerships to support tourism marketing and products.

Examples of key responsibilities include, but are not limited to:

- Work with Destination Development Coordinator to develop and implement marketing and communication initiatives for community engagement, programming and events.
- Assist with the planning and creation of communications materials (website posts, printed collateral, and presentations) to support the promotion of the Steveston Heritage Sites.
- Assist with social media campaigns across all platforms.
- Assist in the promotion and delivery of special events and program offers, collaborating with other program and visitor service team members.
- Ensure communication materials are compliant and align with Steveston Heritage Sites’ visual identity and design standards.
- Help to assess, monitor and report on trends in marketing engagement initiatives; analyze audience and partner feedback through the coordination of post-event debriefs, surveys and metrics.
- Assist with the planning and implementation of the collection of on-site visitor feedback.

Knowledge, Skills & Abilities:

- Basic knowledge of digital media production.
- Knowledge of Adobe Creative Suite an asset.
- Excellent written communication skills in English with the ability to adapt writing styles for various audiences and platforms.
- Excellent organizational skills and ability to multitask.
- Ability to prioritize and manage work effectively to meet deadlines.
- Strong interest in cultural heritage and local history.
- Attention to detail and creative problem solving.
- Strong interpersonal skills.

Qualifications and Experience:

- Completion of Grade 12 or equivalent supplemented with a background or demonstrated interest in marketing,

- communications, museum studies, or visual arts (photography, video, editing, illustration etc.).
- Have completed a minimum of 2 years of university or college level coursework.
 - Extensive experience with social media platforms (including Instagram, Facebook, Twitter, and TikTok).

This position is supported by the Young Canada Works summer jobs program. This position is subject to grant funding.

The applicant must:

Be a Canadian citizen or a permanent resident, or have been granted refugee status in Canada; are legally entitled to work in Canada; are between the ages of 16 and 30 years of age at the start of your employment; and are a fulltime post-secondary student who intends to return to school. The applicant must be registered in the YCW candidate inventory; be willing to commit to the full duration of the work assignment and must not have another full time job (over 30 hours a week) while employed with YCW.

The City of Richmond has a Covid-19 Vaccination Policy which requires all employees to be fully vaccinated against COVID-19 and provide proof of vaccination by December 20th, 2021 as a condition of employment.

Additional Information:

Location: Britannia Ship Yard

Employee Group: CUPE Local 718

Position Status: Auxiliary

PCC#:

Pay Band: J6

Pay Range/Rate: \$29.36 - \$34.50

Hours of Work: Typical Work Schedule: 9:30 am - 5:30 pm. This is an auxiliary position with no guarantee of shifts or hours.

Hours assigned will be variable, depending on operational needs.

Internal Closing Date: 2/28/22

External Closing Date: 3/18/22

Openings: 1

The City of Richmond is an inclusive employer committed to employment equity objectives and invites application from all qualified individuals. We thank all applicants in advance for their interest; however, only those under consideration will be contacted. Should you be contacted and require some form of accommodation during the recruitment process, please let us know and we will endeavour to meet your needs to the best of our ability. If you are unsuccessful, please accept our appreciation for your interest. No Telephone inquiries, please.

This position is restricted to those legally entitled to work in Canada.