



## Destination Development Assistant

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:

The **Destination Development Assistant** will assist with the development of promotional content and will support special event and public program delivery for the **Steveston Heritage Sites**. These tasks will help to increase visitation and tourism to the heritage sites as outlined in 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 heritage sites.
3. Identify opportunities for revenue generation at Steveston heritage sites.
4. Cultivate partnerships to support tourism marketing and products.

### Key Responsibilities include, but are not limited to:

- Work with the 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 audio/visual assets) to support the promotion of the Steveston Heritage Sites.
- Assist with social media campaigns across all platforms to promote the sites and associated events and programs.
- Assist in the promotion and delivery of special events and program offers, collaborating with program and visitor service team members.
- Deliver site familiarization tours to tourism partners and facilitate site visits from tour groups and other tourism partners.

- Assist with the planning and implementation of the collection of on-site visitor feedback.
- 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.

### Knowledge, Skills, and 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:

- Completion of Grade 12, plus up to two (2) years of additional university or college level coursework in marketing, communications, museum studies, or visual arts (photography, video, editing, illustration etc); or equivalent combination of training and experience.
- Extensive experience with social media and online platforms (including Instagram, Facebook, Twitter, and Google My Business) is preferred.

### Working Conditions:

Work is performed in an office environment as well as on-site outdoor environment which may require occasional exposure to adverse weather conditions and may require standing or walking for long periods. Routine light lifting and occasional heavy lifting is required.

***This position is supported by the Young Canada Works (YCW) 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.*

### Additional Information:

Employee Group: CUPE Local 718  
Position Status: Auxiliary  
Duration of Appointment: 4 months starting in May 2023  
Salary Range: \$30.09 - \$35.36  
Hours of Work: This auxiliary position will be scheduled to work variable hours. Flexibility and willingness to work variety hours is required.  
Application Posted: 3/8/23  
External Closing Date: 4/9/23  
Openings: 1

To apply, go to the [City of Richmond Careers Page here.](#)

PEOPLE | EXCELLENCE | LEADERSHIP | TEAM | INNOVATION

*The City of Richmond is an inclusive employer committed to employment equity objectives and invites applications from all qualified individuals. 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.*

Join ourTeam.  
Shape our  
Community.