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## YANA Event Marketing Specialist Job Description

This position is made possible by the Canada Summer Jobs Program and is therefore open to youth up to age 30. This is a temporary summer position. The Event Marketing Specialist will work 30 hours per week both onsite (office, bike shop and at event location) and remotely for up to 16 weeks from May through August 2022. Hours and start/end dates are negotiable for the right candidate.

### Tasks and Responsibilities:

The youth will be an event ambassador and will be responsible for:

- digital content creation and distribution for major YANA fundraiser the "2022 Comox Bike Co. YANA Ride" that occurs in August
- marketing and promoting the event in the community and at Comox Bike Co's shop
- documenting and sharing rider experiences before, during and after the event
- onsite live promotion at Comox Marina Park on Sunday, August 21, 2022
- assisting with rider registration
- tracking participants
- acquiring and distributing prize and promotional items

### Skills Required:

- strong teamwork and leadership
- exemplary communication
- outstanding digital skills and technological experience and comfort
- outgoing and enthusiastic personality
- comfortable presenting and speaking in front of large crowds
- Superior problem solving, organizational, decision-making, written, oral and interpersonal skills.
- ability to apply sound judgment while working independently

### Qualifications:

- Minimum 1-year post-secondary in a related field

### Experience:

- Demonstrated proficiency with Google Suite- docs, sheets, slides, forms, drawings etc
- Digital content creation and management
- Event planning and execution
- Previous non-profit experience, and/or biking and fundraising experience considered strong assets

### Wage and Benefits:

- \$17.00/hour (negotiable based on experience)
- 4% vacation pay, flexible schedule, casual & supportive work environment, extremely rewarding work!

To apply, please email your resume and job-specific cover letter to [info@yanacomoxvalley.com](mailto:info@yanacomoxvalley.com) as soon as possible. This position will remain open until a suitable candidate is found. Candidates selected for an interview will be contacted.