

Position Description

Title:	Marketing Coordinator – Canada Summer Jobs
Reporting to:	Manager of Marketing
Overview:	Sharing the rich history and amazing culture of Squamish Nation and Lil'wat Nation is the core of this role. Through a progressive and creative approach, this role supports the overall marketing strategy of the organization by actively engaging with the online community.
About SLCC:	The Squamish Lil'wat Cultural Centre (SLCC) is a place sharing meaningful experiences, educating all, and lifting our distinct Skwxwú7mesh and Lil'wat ways. We are a space where our Skwxwú7mesh and Lil'wat cultures meet, grow, and are shared.

What we are counting on you for (deliverables and expectations):

Key Deliverables

- Support marketing campaigns and strategies through social media engagement and content updates for newsletter, website and blog.
- Monitor and optimize company pages within various social media platforms to increase the visibility of the SLCC's social content.
- Support social media strategy through competitive research, benchmarking, messaging, and audience identification.
- Work with all departments on administrative tasks to effectively support various marketing products and programs.
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to visit the SLCC.
- Support moderating all user-generated content and respond to online business requests and reviews.
- Collaborate on editorial calendars and syndicated schedules.
- Capture, analyze and support reporting on the appropriate social data or metrics, insights and best practices.
- Attend events as required.
- Follow all SLCC Policies and Procedures.

Every Member of the SLCC Team

- One the best things about the SLCC is our small, close-knit team. While the above expectations are the majority of this role, it is expected that all team members will come together to help each other out, outside the boundaries of their job description.
- Lives the SLCC values of Passion, Empowerment, Collaboration and Equality
 - Passion: Has a voice in sharing the pride of cultures; creates a sense of connection and belonging; and brings a sense of humour.

- Empowerment: Takes ownership and follows up; trusts self and each other; and openly ready to learn and grow through successes and mistakes.
- Collaboration: Works closely with team towards a common goal; acknowledges differences and draws on each other's strengths; and shares own perspective while also being curious about other's perspectives.
- Equality: We treat others as we would like to be treated, with fairness and respect.

What you will bring to our team (experience and attributes):

Attributes

- Build and maintain strong working relationships. Is respectful and takes into consideration all unique perspectives.
- Excellent oral and written communication skills.
- Good knowledge of online applications and MS Office.
- High level of organization with a client-oriented approach.
- Ability to meet deadlines and multitask.
- Excellent knowledge of marketing principals.
- Ability to write marketing literature to increase the presence of the SLCC in the market.
- Stays current and on top of marketing and social media trends.

Experience and Education

- Enrollment in a College Diploma or University Degree in a marketing, communication or business focus is preferred.
- Minimum of 2 years of digital advertising experience in the tourism sector; or the equivalent combination of formal education and experience.
- Experience with art museum and venue marketing.
- Current knowledge of e-marketing, database management and social media.
- Knowledge of or interest in First Nations culture and Indigenous tourism.
- Clear criminal background check.

Application and Selection Process:

Please apply by sending your cover letter and resume to human.resoureces@slcc.ca by May 22, 2022. We are committed to diversity, equity and inclusion for all people and hire using these principals.