



Job Posting
Event Marketing Specialist – Canada Summer Jobs Program

Location: McLean Mill National Historic Site

Salary: \$17.50/hour for 35 hours per week

Terms of Employment: Seasonal

Job Title: Event Marketing Specialist

The Alberni Valley Chamber of Commerce is the “voice of business” for the entire region. Registered under the Federal Board of Trade Act, the Chamber is a membership-driven organization focused on continually improving the business climate in the community. The Chamber entered into a fee-for-service agreement with the City of Port Alberni to operate the McLean Mill National Historic Site. The McLean Mill National Historic Site has a campsite gift shop, food and beverage services, tours, and small/large scale events throughout the summer season.

Job Summary

The Event and Marketing Specialist will take on varied duties that will see them working cooperatively overseeing front line customer service, planning and coordinating major events, and marketing our services to the world. They will work with the focus of enhancing our retail products, creating new opportunities with innovative marketing ideas, and delivering excellent service and relevant information to our visitors.

The Event and Marketing Specialist’s will learn our POS systems, inventory control and management, cash handling procedures, financial and business principles along with marketing essentials such as brand building, Social Media promotion and website management.

Duties and Responsibilities:

- Learn, share, and promote the historical value of the Site.
- Provide accurate information to visitors regarding heritage, services, events, etc., options and costs, and suggest suitable products via mail, phone, email and in person.
- Work as part of our Team assisting individuals or groups to ensure a positive and educational experience.
- Promote and sell all on site products and services, focus on Camping, food and beverage, and commodities.
- Complete all relevant paperwork with visitors.
- Ensure visitor understanding of information provided.

- Create and distribute promotional materials.
- Develop and implement new and interesting marketing initiatives.
- Maintain digital assets and Social Media presence promoting the site, services, and products.
- Stock and sell retail merchandise and handle cash transactions.
- As described in daily shift procedures: cash out and balance of Stores float, and inventoried items for sale.
- Maintain inventory and ensure adequate inventory is always on hand.
- Gather information and develop new resources.
- Review existing materials and update them as necessary.
- Work with vendors.
- Comply with professional dress code and grooming standards.
- Follow all Standard Operating Procedures as outlined for the McLean Mill Historic Site.
- Perform other administrative tasks as required.

Qualifications:

- Must be aged between 15 and 30 and be legally entitled to work in Canada. International students are not eligible.
- Desire to understand and grow a retail operation
- Excellent communications skills – face to face, telephone and written
- Excellent customer service skills
- Able to work in a fast-paced environment and multi-task
- Current computer skills including internet and email, and point of sale software
- Time management skills
- Outgoing, friendly, welcoming demeanour
- Must be available to work weekends when scheduled
- A valid driver's license would be an asset or reliable transportation

How to Apply:

Please apply with your resume and cover letter by email to office@albernichamber.ca

The Government of Canada funded this job through the Canada Summer Jobs program.