



MARKETING ASSISTANT

WHO WE ARE

Downtown Van is a non-profit organization that represents 7,000 businesses and property owners in the central 90-block area of Vancouver's downtown core. Supporting them and making Downtown Vancouver a place where everyone feels safe, drives us. Our team members are experts in economic development, community safety, placemaking, and events. We're passionate about making Downtown Vancouver a destination like no other. Much like Downtown Vancouver, we strive to make our office an environment where everyone feels safe. Diversity, equity and inclusion are at the forefront of everything we do, and it is our priority to ensure staff always feel welcome.

Here at Downtown Van, we are passionate, collaborative, fun, and fast-paced! Be ready for team outings, outdoor movie nights, coffee runs, office dogs, evening events, and so much more. Your growth is important to us, which is why all full-time employees* are entitled to a professional development fund. This can be used to attend conferences, take courses, and more. We are currently practicing a hybrid-working model; however, this is subject to change.

THE POSITION

Reporting to the Marketing and Communications Lead, this role will provide social media and content creation support to the Marketing and Communications team and digital support to all business units within Downtown Van. In this role, the assistant will work alongside numerous departments to bring their work to life using social media, videography, and photography. The successful candidate will be a collaborative and enthusiastic individual with strong creative skills, the ability to work with a diverse group of colleagues, and a portfolio of work that demonstrates their passion for videography, photography, and social media. To be considered for this role, please submit a resume, cover letter, and link to a website or online portfolio demonstrating your work.

YOUR ROLES & RESPONSIBILITIES

- Assist in the planning and management of @downtownvan social platforms (LinkedIn, Facebook, Instagram, Twitter, TikTok, and Website)
- Responsible for content creation, including video production and editing of TikTok and Instagram Reels.
- Assist with social media event support, including live posting, Instagram Stories, Reels, and TikToks for Downtown Van events like Summer Movie Nights and Granville Block Party.
- Assist the Placemaking and Public Spaces team with social media support by attending Placemaking events and initiatives.
- Collaborate with all Downtown Van departments to film and capture photos and B-roll for organization collateral.
- Film, produce, and edit video content for large Downtown Van projects.
- Administrative tasks such as tracking social analytics, online community management and engagement, and website updates.

- Occasionally assist the Events Coordinator with on-site management i.e. set up, take down, etc.
- Support the Marketing and Communications Lead in any additional tasks as necessary.

YOUR ROLES & RESPONSIBILITIES

This position is funded partially through Canada Summer Jobs. This position is a priority for students and youth, 15 – 30 years of age, looking for work experience in Marketing and Communications.

- Background in videography and photography preferred.
- Interest in social media marketing and high proficiency in Instagram, TikTok, Facebook, and Twitter.
- Education or experience in multi-media design including video editing.
- Knowledge of social media best practices.
- Exceptional time management and organizational skills.
- Ability to effectively multi-task in a fast-paced, changing environment.
- High level of professionalism and ethics.
- Working knowledge of Canva, Sprout Social, WordPress, Adobe Creative Suite, Photoshop, Illustrator, InDesign, Dreamweaver, etc. beneficial.

REQUIREMENTS

Office environment, standard business hours apply. Must be available Thursday evenings and weekends (June – September). This position is hourly (\$24.08), 40 hours per week, for roughly 7 weeks. Seasonal employment, full-time, and starts as soon as June 15, 2023.

Canada Summer Jobs #4369965

Link: <https://www.jobbank.gc.ca/jobsearch/jobpostingcsj/38124846?source=searchresults#shr-pg-pnl1>

APPLY NOW

Please send your resume, cover letter, and portfolio to dybia@dtvan.ca with the subject line: Marketing Assistant.

***This does not apply to seasonal employees.**