



## Marketing & Events Assistant

We are looking for a creative and strategic Marketing and Events Assistant to assist with communications and planning for our social media and events this summer. The Marketing and Events Assistant is responsible for brainstorming and consulting on social media and marketing campaigns, creating social media posts, and analyzing analytics, as well as being part of the team to plan and execute downtown events with an optimal attendee experience.

To be successful in this role, you must have excellent time management and communication skills. A good marketing assistant is eager to learn and able to create materials and events that support and further our vision, mission, and goals. You will work closely with the Executive Director and will help to coordinate meetings and action plans with the existing Marketing/Events Committees.

Tasks will range from office work to being out in the community, meeting with downtown businesses and potential sponsors, and maintaining communication with key stakeholders. Applicants should be proficient in keeping meticulous records in Excel spreadsheets, working within event and social media budgets, and keeping track of the many details that go into event planning. If you are the right person for this position, you are a people person, able to communicate effectively with various vendors, partners, and team members. You are creative, super organized, a resourceful problem solver, and most of all, an innovative and supportive team member. You have excellent communication skills, both verbal and written, and you understand the importance of keeping the event process a fun and productive experience for all those involved. This role involves being on-site during events to help address any attendee concerns and ensure events go off without a hitch.

### Responsibilities:

- Brainstorm and consult on campaigns and events.
- Create social media posts.
- Support events with social media campaigns.
- Use analytics tools to gauge the success of campaigns.
- Update posts to include relevant keywords for search engine optimization.
- Prepare reports on campaigns based on analytics.
- DBA Member engagement for events.
- Contribute to event planning (themes, branding, activities, entertainment, etc.).
- Event sponsorships – advertising, meetings, and follow up.
- Vendor and sponsor communications.
- Participating in Committee meetings.
- Onsite event set up, take down, and conflict management.
- Post-event follow-up with vendors, partners, and DBA members.

Mission Downtown Business Association

604-826-7311 • [miriam@downtownmission.ca](mailto:miriam@downtownmission.ca) • [www.downtownmission.ca](http://www.downtownmission.ca)

7311 James St. Mission, BC V2V 3V5



**Requirements:**

- Excellent knowledge of social media platforms such as Facebook, Instagram, and LinkedIn.
- Proficiency in Search Engine Optimization
- Analytical and detail oriented.
- Ability to multitask effectively.
- Excellent communication skills (written and verbal).
- Excellent time management and organization skills.
- Ability to be a team player and manage conflicts efficiently and professionally.
- A minimum of in progress schooling in communication, marketing, or social media.
- Experience working in Canva and Later or other social media planning software is an asset.
- Prior experience working in marketing, social media, and/or event planning is an asset.
- Project management skills are an asset.
- Proficiency in Microsoft Office (especially Excel)

**Hours:** 30 hours per week for 8 weeks, timeline is flexible for the right candidate

**Rate:** \$20/hour

Please send your resume and cover letter to [miriam@downtownmission.ca](mailto:miriam@downtownmission.ca).

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