

Young Canada Works 2020 Caetani Online and Digital Marketing and Communications Assistant

C3 Online and Digital Marketing and Communications Assistant

Deadline: Thursday May 21, 2020

June 1 – August 28, 2020

YCW Job Description

Online and Digital Marketing and Communications Assistant

Caetani Cultural Centre, Vernon, BC

\$16.50 per hour – wage Dependent upon funding approval

The Caetani Centre is seeking to recruit a student through YCW for a summer placement as an Online and Digital Marketing and Communications Assistant from May 18 – August 28, 2020. This full-time position (35 hours per week) is dependent on the Centre securing funding.

The Caetani Cultural Centre is a 120+ year old designated heritage site near the downtown core of Vernon, B.C. The centre showcases arts, culture and heritage, utilizing the 1.3 acres of park-like setting and several studio outbuildings for public programs, events, workshops, and classes for youth and adults. In addition, a regional, national and international artist and writer-in-residence program is hosted in the house and administered by the Centre. The Caetani Centre partners with the Vernon & District Museum to offer an exhibition of physical artifacts, digital displays and videos, focusing on the intriguing and mysterious Caetani family, their aristocratic historic significance, and the artistic legacy in the North Okanagan and their fascinating story of 1920s immigration to the region.

The successful candidate will be curious, creative, outgoing and eager to learn, and willing to become an ambassador and storyteller (both in person and through the marketing materials) for the Caetani Centre through sharing one of the most uncommon Vernon and Canadian histories, including Italian royalty and one of the town's most beloved mentors: artist, writer and teacher, Sveva Caetani.

The successful candidate will assist in marketing, promoting and coordinating all aspects of the Caetani programs and projects, including creation of press releases, print materials, blog posts, website and social media updates and e-news.

Other duties include assistance with volunteer recruiting, fundraising, public relations, event management and business administration. Due to COVID-19 the Caetani Centre will be moving online for many program and events, so a strong interest in technology is a definite asset.

General light duties for venue and garden maintenance may be required. Candidates should ideally be studying in the field of marketing, communications, journalism, technical writing and/or graphic design.

An intermediate level and understanding of Microsoft Office, online resources, digital presentation programs, documentation and presentation technology, social media, combined with a broad interest in the arts, culture, heritage, tourism, and community

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engagement would be an asset. Additional language competency would be beneficial but is not required.

Candidates should ideally be studying in the fields of Museum studies, Marketing, Management, Technology or Tourism.

The Caetani Centre strives to be an equitable employer, and will endeavor to consider under-represented groups (i.e. women, persons with disabilities, visible minorities, Aboriginal peoples, etc.).

For a full description of tasks and work plan see our website at www.caetani.org

The successful candidate should have the following:

1. Register on the YCW website for eligibility
2. Proof of Canadian Citizenship
3. Relevant computer skills in applications for office administration, or a willingness to learn new programs. The Centre will be willing to work with and train the right individual.
4. Excellent written and confident oral presentation skills
5. Organized with good attention to detail
6. Flexibility with working hours as some weekend and evening work is required
7. A current driving license and Serving It Right certificate would be an advantage.

Must be currently registered and returning to full time education in the Fall.

Please apply on-line at www.caetani.org:

Executive Director, Caetani Cultural Centre, 3401 Pleasant Valley Road. Vernon.
BC V1T 4L4 by Thursday, May 21, 2020.

Characteristics of City/Region:

The Caetani Cultural Centre is located near downtown Vernon, BC, at the northern end of the Okanagan Valley in British Columbia. A popular year round destination for tourists and vacationers, Vernon offers extensive winter and summer activities including skiing, biking, lake and wilderness activities, wine tasting, farm markets and a vibrant cultural community.

Cultural & Heritage tourism has been a focus of development for the region for the past few years. The City of Vernon has a population of approx. 45,000 and there are approximately 85,000 people in the North Okanagan region.

For more information please see:

www.greatervernon.com or www.vernontourism.com