



Job Posting
Marketing and Administrative Assistant – Canada Summer Jobs Program

Location: Work from home with the ability to travel to meetings in Parksville/Nanaimo and other locations

Salary: \$21.50 /hour for 35 hours per week

Terms of Employment: Seasonal employment

Start date: May/June

The Vancouver Island Economic Alliance (VIEA) is a collaborative partnership spearheading regional economic development for Vancouver Island and the rural islands. We are seeking a Marketing and Administrative Assistant to support several key initiatives, including the annual Economic Summit, Island Good program, Economic Dashboard, and Trade and Investment Vancouver Island through communications and marketing.

This role is ideal for someone who is interested in storytelling and is creative, organized, and eager to contribute to meaningful regional projects. The successful candidate will be comfortable working in a digital environment, producing social media content, and supporting communications and marketing tasks.

Duties and Responsibilities:

- Social Media, Marketing & Communications for all initiatives
 - Assist with marketing, outreach, and promotional activities for the Island Good brand and the Economic Summit
 - Create engaging social media content using Canva
 - Write and schedule social media posts through Meta and LinkedIn
 - Write e-newsletters and update the VIEA and Island Good website and blog
 - Support with the marketing and preparation of VIEA events such as Spring mix and mingles, Summit preparation and Island Good initiatives
- General Research & Administration
 - Maintain and update contact databases
 - Use Google Analytics and Meta Business Site to gather and compile monthly website and social media statistics and chart trends
 - Review the VIEA website and directory, updating any outdated information or broken links
 - Conduct research related to VIEA initiatives, funding opportunities, and ongoing projects
 - Support the team with administrative tasks and project coordination as needed

Aptitude and Abilities:

- Ability to work both independently and collaboratively with individuals at all levels
- Ability to self-motivate and perform with initiative
- Aptitude for critical thinking, organizational efficiency
- Ability to efficiently troubleshoot via phone or email (i.e. calmly identifying issue, finding solutions)

Qualifications:

- Eligible for Canada Summer Jobs
 - be between 15 and 30 years of age at the beginning of the employment period
 - be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment, and

- have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations
- Excellent communication skills (verbal and written)
- Strong organizational skills and attention to detail with the ability to plan and execute tasks professionally
- Proficiency and technical aptitude dealing with multiple platforms (MS Office, various social media, contact management software, google docs etc.)

How to Apply:

Please apply with your **resume and cover letter** by email to julie@viea.ca