

Position: **Assistant Coordinator, Marketing & Communications (Summer Student)**

Hourly Rate: \$15.00/hour

Contract Period: June 1, 2019 – July 28, 2019

Position Summary:

We are looking for a passionate and skilled individual in the field of marketing, communications and social media management, including website management. The incumbent will provide assistance to the Projects Coordinator in the development of the Asian Heritage Foundation's communications and outreach related tasks. This includes working closely with the AHF staff and Board Chairs on projects related to developing / enhancing community engagement (ethnic and mainstream), strategies to improve knowledge of and information on cultural organizations and associations in Asian-Canadian communities for regular updates and event notifications. You will assist in the population of the Hub calendar, including looking at enhancement of the current website and social media forums. As well, you will be assisting in the planning of 2018-2019 Asian Heritage Month and yearly events. This position requires occasional flexibility to work weekends and evenings.

This position is funded by the Government of Canada under the Canada Summer Jobs Program.

Job Description:

- Assist in work related to website and social media rebranding, strategy for regular updates, content management, and working on Hub calendar improvements.
- Draft profile write ups, marketing material, and event press releases under the direction of AHF staff and Marketing and Communications' Committee
- Develop and build the AHF database of media and community contacts for fostering relationships while continually seeking out new connections.
- Act as a contact for community partners (ethnic and mainstream), media, as well as the public, under the direction of supervisor and AHF staff.
- Develop a plan for seeking and developing community engagement opportunities with partner organizations and associations
- Act as a liaison at public events to answer questions and foster interaction with attendees
- Attendance at all Asian Heritage Month planning meetings and provide assistance when needed.

Qualifications:

- Diploma/Bachelor of Marketing and/or Communications Degree
- Leadership Skills: proficient in managing project timelines and meeting deadlines with minimal supervision
- Flexibility: adaptable to changing situations and work processes and progress
- Interpersonal Skills: strong work ethics and professional decorum, professional competence, cultural competence and tactful at dealing with stressful situations
- Community Engagement: experience of working with various communities and cultures
- Knowledge of PanAsian Community groups and associations in Calgary, youth associations, seniors' groups, and arts groups will be considered an asset
- Experience and knowledge of graphics designing will be considered an asset