

STATEMENT OF QUALIFICATIONS

Communications Assistant: Media, Social Media and Web Content

DESCRIPTION

The Communications Assistant will work with the Parks Canada Southwestern Ontario Field Unit External Relations team to develop communications products for Fort George, Fort Malden, HMCS Haida, Woodside, and Niagara National Historic Sites, and Point Pelee National Park.

Would you like an opportunity to gain valuable experience in the field of communications working for a tourism-centred government agency? Parks Canada is looking for a creative, passionate candidate with excellent written communication skills to help promote information and stories on some of this country's most significant natural and cultural heritage. Help us connect with *all* Canadians and visitors to tell a part of Canada's story!

Job duties overview:

- Conduct research into communication strategies, products, designs, media outlets, blogs and influencers to engage wider audiences;
- Support in assembling and organizing information, coordinating communication approvals, and preparing content for publication;
- Support in data organization for photo and video gallery, media outlet list, and communications products.
- Assist as needed with the creation and writing of digital communications materials – including but not limited to: media pitches, media backgrounders, press releases, social media campaigns, web content, and other support documents;

Timeline: This is a 4-month term, December 2021 to March 2022, with some flexibility available to start on a part time basis and ramp up, if needed.

Who can apply:

- Those between 15 and 30 years old
- Canadian citizens, permanent residents or those legally entitled to work in Canada
- Preference may be given to candidates who self-identify as Indigenous, visible minorities, recent immigrants and/or refugees, persons with disabilities, Francophones living in Ontario, as well as youth facing barriers to employment. As such, we encourage you to self-identify in your application.

APPLICANTS WILL BE SCREENED AGAINST THE FOLLOWING CRITERIA:

Education:

- An acceptable combination of education, training and/or experience.

Areas of Proficiency

- Must be able to work independently with minimal supervision, and as part of a team.
- Must have exceptional communication skills in writing and be able to interact effectively with the public (virtually or in person).
- Must be well-organized and able to plan, prioritize, and complete assignments.
- Must also be able to synthesize information from various resources and points of contact.
- Must be able to lead the creation, delivery and assessment of communications plans and projects, from conception to execution.

Language:

- English Essential

Personal Suitability:

- An effective leader who exercises sound judgment, personally connects with people, demonstrates integrity, and strives for excellence.

Conditions of Employment:

- Obtain and maintain Reliability Status security clearance.

Operational Requirements:

- Willingness to work irregular hours, weekends and/or statutory holidays and provincial/territorial holidays, if required.
- Willingness to occasionally wear a Parks Canada uniform.
- Able to work remotely / access to suitable office spaces.
- Able to travel to Parks Canada offices in Hamilton or Niagara-on-the-Lake, Ontario on occasion.

How to Apply

Submit a resume and two mock emails to ugsocommunicationssofu@pc.gc.ca. The two mock emails should focus on the following:

1. Email to a manager in Parks Canada, advocating for the use of influencers to promote National Historic Sites in southwestern Ontario. Outline what influencers are and why they would be useful in targeting certain audiences (300 words max).
2. Email to an influencer, where your goal is to introduce Fort Erie National Historic Site and encourage this influencer to promote this site (200 words max).

Deadline to apply is by midnight on the 21st of November, 2021. Only successful candidates will be contacted for an interview.