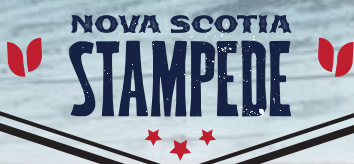


STAMPEDE MARKETING AMBASSADOR



MARKETING & PROMOTIONS DEPARTMENT REPORTS TO DIRECTOR OF PARTNERSHIPS & COMMUNICATIONS

STUDENT POSITION This position is available for **STUDENTS ONLY** as part of the **SKILL** incentive offered by the Provincial government.

TERM CONTRACT - SUMMER 2024 - JULY 1ST - AUGUST 31ST - MINIMUM OF 32 HOURS A WEEK

The Nova Scotia Stampede Marketing Ambassador will be pivotal in driving the growth of the inaugural Nova Scotia Stampede. This role involves elevating brand visibility for all Central Nova Scotia Sport and Entertainment events and initiatives through on-site activations and creating captivating experiences for attendees across different events. Responsibilities encompass managing social media platforms, creating compelling video content, and bolstering promotional campaigns for events held at both the Nova Scotia Provincial Exhibition Complex and the Rath Eastlink Community Centre.

DUTIES AND RESPONSIBILITIES (Included, but not limited to)

- Assist with managing Central Nova Scotia Sport and Entertainment's social media accounts, including content creation, post scheduling, and audience engagement.
- Represent CNSSE at events to aid in promotional activities, such as setting up equipment and signage, conducting social media coverage, and engaging with attendees.
- Maintain a comprehensive calendar of events and promotional tasks, ensuring adherence to deadlines.
- Collaborate with the marketing team to devise innovative strategies aimed at boosting event attendance and interaction.
- Provide assistance to the marketing team as required, which may involve administrative duties and event coordination
- Engage with the public
- Undertake additional duties as assigned within the scope of the role

QUALIFICATIONS AND REQUIREMENTS

- Currently pursuing a High School diploma / University Degree- preferably in a relevant field (Marketing/Graphic Design etc)
- Possession of a valid driver's license and access to reliable transportation.
- Flexibility to work varied hours, including evenings, weekends, and holidays as dictated by event schedules.
- Strong interpersonal skills with a proactive and engaging demeanor, adept at interacting with the public to create positive experiences and foster connections.
- Preferred experience in social media management and event promotion.
- Proficiency in graphic design software such as Adobe or Canva for creating signage and social media graphics preferred
- Proficiency in video capture and editing preferred (Adobe Premier)
- Strong written and verbal communication abilities.
- Demonstrated creative thinking and problem-solving skills.
- Excellent attention to detail and adeptness at multitasking in fast-paced environments.
- Proven effectiveness in both leadership and teamwork, with the ability to work autonomously and collaboratively.
- Strong interpersonal skills, capable of connecting with diverse groups, engaging in collaborative processes, and resolving conflicts.

WORKING CONDITIONS

- Certain tasks may require exertion of physical effort, including lifting, sitting, crouching, or walking for extended periods
- Exposure to loud and bustling environments is expected.
- Extended travel may be necessary for certain events.
- Outdoor events may entail prolonged periods spent outside.

! Current Criminal Record and Child Abuse Registry Checks are mandatory conditions for RECC employment. They must be completed and submitted before any training will begin. Wage offered is based on previous experience and level of training and/or certifications.

COVER LETTER + RESUME SUBMISSION: DIRECT TO ► LAUREN - LFITZPATRICK@RATHEASTLINKCC.CA

We welcome cover letters and resumes from all qualified applicants. However, only those selected for an interview will be contacted. Central NS Sport & Entertainment is an equal opportunity employer committed to diversity and inclusion in the workplace. We encourage applications from qualified individuals of all backgrounds.