



Community Recreational Initiatives Society

(250) 979-3941 | admin@adaptiveadventures.ca | AdaptiveAdventures.ca

835 Bay Avenue, Kelowna, BC, V1Y 7K2

BREAKING DOWN BARRIERS TO OUTDOOR RECREATION AND SPORT FOR PEOPLE OF ALL ABILITIES

CRIS Marketing and Events Assistant

The Community Recreational Initiatives Society (CRIS) is a unique and powerful non-profit and charitable organization that provides outdoor recreation opportunities for people of all abilities throughout the Okanagan. CRIS is a pioneer in adaptive sport and recreation and offers programs tailored to the needs of participants utilizing specialized and customizable adaptive equipment and a team of highly trained volunteers and staff.

ARE YOU THE RIGHT FIT FOR OUR TEAM?

You are someone who is passionate about inclusion and wants to help raise awareness around accessibility and adaptive recreation. You are a creative storyteller who possesses knowledge around digital marketing and social media best practices with a focus on inclusion. You are a team player who is eager to work collaboratively to elevate the profile of CRIS in the Okanagan.

THE OPPORTUNITY:

The CRIS Marketing and Events Assistant will work to help raise the profile of CRIS and promote its regular programs along with special events through various marketing strategies. Some of the responsibilities include:

- Create digital marketing content for CRIS programs and events
- Promote accessibility, inclusion, equity and belonging within our community
- Assist with the planning and execution of social media and other promotional campaigns
- Create and edit copy that engages audiences
- Assist in managing social media platforms and the creation of a monthly newsletter
- Assist in organizing and facilitating special awareness and fundraising events under supervision of CEO and Manager of Program Delivery and Manager of Partnerships (e.g. Boucherie Grind, Amazing Race, family camps). *All events are contingent on current health restrictions
- Assist with digital media collection and marketing for CRIS programs and events
- Monitor analytics and provide reports to the CEO demonstrating campaign performance

OUR IDEAL CANDIDATE POSSESSES SOME OR ALL OF THE FOLLOWING:

- Excellent verbal and written communication
- Proven experience developing engaging content for social media, newsletter, and print media
- Strong understanding of brand messaging and creating targeted content
- Creativity, an eye for detail, and a strong visual aesthetic
- Experience using social media platforms and photo editing/design software including Facebook, Instagram, MailChimp, Canva, etc.
- Ability to work in a dynamic environment and prioritize tasks based on changing priorities
- Ability to work with and ahead of deadlines
- Photography or videography skills
- Ability to work independently or as a member of a team



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WAGE: \$16/ hour

POSITION: Part-time contract position 15-25 hours/week for a total of 280 hours

Flexible schedule with the possibility of some remote work

ELIGIBILITY:

- Be between 15 and 30 years of age at the start of the employment; (Criteria of the Federal Government Youth Employment funding stream)
- Be Canadian citizens, permanent residents or persons to whom refugee protection has been conferred under the *Immigration and Refugee Protection Act*; and
- Be legally entitled to work in Canada under relevant provincial/territorial legislation and regulations

APPLICATIONS:

Please include the following and send to jobs@adaptiveadventures.ca:

- Complete resume **with three references**
- A **cover letter** explaining: (if applicable)
 - Marketing and social media experience (any certifications, formal training, or previous experience)
 - Experience with persons with disabilities
 - Availability / ideal work schedule

If you are selected as an applicant, you will then be asked to submit the following:

- Copy of driver's license
- Driver's abstract (within 30 days)
- Copy of a valid first aid ticket (if applicable)
- Criminal record check