



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 & SPORT FOR PEOPLE OF ALL ABILITIES

Community Recreational Initiatives Society (CRIS) is a non-profit organization founded in Kelowna in 2001 that serves the entire Okanagan. We provide inclusive, accessible, and adaptive outdoor recreation programs for people of all ages living with physical, cognitive, sensory, and other disabilities. Our mandate is to break down barriers to the outdoors and through our programs promote independence, improve physical and mental well-being, and foster inclusion for our participants. CRIS has a number of programs including; Adaptive Adventures - fully guided and supported local day programs, Adaptive Rentals - making adaptive equipment available for independent use at affordable subsidized rates, and Accessible Wilderness Expeditions - multi-day wilderness and backcountry trips that are often once in a lifetime experiences for participants.

Job Description – CRIS Marketing and Event Coordinator (summer staff contract)

The Event and Marketing Coordinator will be responsible for assisting in planning and promoting special events and fundraisers along with working to elevate the profile of CRIS within the community. This position requires strong organizational skills, experience in event planning and/or community partnerships, and knowledge around digital marketing and social media best practices with a focus on inclusion. The ideal candidate will be a team player who is eager to work collaboratively, yet take initiative and ownership on tasks and projects assigned to them. CRIS is seeking someone who is a creative storyteller, is passionate about inclusion and wants to help raise awareness around accessibility and adaptive recreation.

RESPONSIBILITIES

- Assist in organizing and facilitating special awareness and fundraising of CRIS events
 - Engage with community and develop community partners and sponsors
 - Engage and recruit volunteers for programs and events
 - Day of event coordination including packing of equipment, event set-up, volunteer and participant management, and any other required duties
 - 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 with digital media collection and marketing for CRIS programs and events
 - Engage with and develop community partners and sponsors
 - Assist with fundraising, donor acquisition and recognition
 - Monitor analytics and provide reports to management demonstrating campaign performance ●
- Any other duties or tasks as may be assigned



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REQUIRED SKILLS & QUALIFICATIONS

- Work well individually as well as in a team environment
- Ability to take initiative, problem solve, and complete tasks without direct supervision according to guidelines and timelines
- Excellent verbal and written communication skills
- Available for weekday, evening, and weekend shifts
- Class 5 (unrestricted) drivers license with a clean driving record
- Clean criminal record check

DESIRED SKILLS & QUALIFICATIONS

- 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.
- Photography or videography skills

WAGE: \$19/hour

POSITION: Short term contract (Canada Summer Jobs), Full time (35 hours per week)

START DATE: May 23 *Dependent on confirmation and approval of funding

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

EOE – Equal Opportunity Employer: Senior Management has the ability to alter components of this job description to accommodate the successful candidate insofar as accessibility and/or inclusion and equity.

APPLICATIONS:

[Submit application here](#) and please include the following as attachments:

- Complete resume **with three references**
- A **cover letter** explaining: (if applicable)
 - o Relevant outdoor work experience, skills, and qualifications
 - o Previous experience working with persons with disabilities
 - o Customer service skills and experience

Application deadline: April 14, 2023

We thank all applicants for their interest and will only respond to complete applications. Responses regarding the status of your application will be given within two weeks of submission.