



CANADA'S SPORTS  
**HALL OF FAME**  
PANTHÉON DES  
SPORTS CANADIENS

**Viceregal Patron/ Patronne vice-royale:**  
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Governor General of Canada

Son Excellence le très honorable Julie Payette  
Gouverneure générale du Canada

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**Canada Summer Jobs – Marketing Position #2**

**Social Media Community Manager**

*3 positions are available subject to funding*

Canada's Sports Hall of Fame  
169 Canada Olympic Rd. S.W.  
Calgary, Alberta T3B 6B7

**Salary: \$15.00/hr**

**Job Description:**

*Responsibilities*

Under the direction of the Director, Marketing and Communications, the youth will have the following responsibilities:

- (1) To manage all social media accounts (Facebook, Instagram and Twitter), report monthly on social media and website analytics, as well as research and draft content for the website (sportshall.ca) and social media platforms related to Canada's Sports Hall of Fame events, exhibits, national education programs, Hall of Famers journeys from competitive sport to community spirit, the Sport + Spirit Charity Gala and media conference announcing, for the first time, the Class of 2020 Inductees, and the second annual People's Choice Award.
- (2) To design marketing and promotional materials (digital and print) according to brand standards related to Canada's Sports Hall of Fame events, exhibits and national education programs.

*Description of Tasks*

Youth will:

- Learn the brand guidelines and standards for Canada's national museum for sport.
- Learn how to manage three social media platforms and how to research, write and edit social media content related to Canada's Sports Hall of Fame events, exhibits, education programs and the People's Choice Award.
- Learn how to review and compile monthly statistics and create reports analyzing the key metrics (impressions, engagement, etc.) for each social media platform.
- Learn how to capture key website data (unique pageviews, bounce rate, traffic sources, conversions, etc.) and report on analytics on a monthly basis.
- Create promotional materials using InDesign for special events at Canada's Sports Hall of Fame, such as the Sport + Spirit Charity Gala, for the People's Choice Award and for the new interactive exhibit titled *Interactive*

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pantheonports.ca

*Museum Exhibits* integrating eight new interactive multimedia exhibits into Canada's Sports Hall of Fame's museum inventory for use as part of the in-house and off-site visitor offerings in 2020 and beyond.

- Learn how to create professional marketing materials (digital and print) for three different departments (Marketing, Education and Curatorial) to be distributed locally and nationally.
- Design 65<sup>th</sup> anniversary graphics for Canada's Sports Hall of Fame' 65<sup>th</sup> anniversary year and incorporate into all marketing and communications collateral.
- Attend regular meetings with the marketing team to ensure that the content and materials being developed meet the guidelines for each project and event.
- Assist Visitor Services, such as covering lunches, as required.
- Other duties, as required.

**Preference will be given to youth with experience in:** Marketing, Communications and Sports-related studies students or graduates.

**Qualifications/Skills:**

- Experience or interest in events, marketing and/or communications is required.
- An interest in sport history is an asset.
- Strong writing and communication skills are integral to this position.
- Excellent interpersonal skills and an ability to work in a fast-paced environment independently and in group environments is required.
- Experience with online social media accounts and graphic design software is required, such as Adobe InDesign, Photoshop and/or Illustrator.
- Computer knowledge using MS Office is required.
- Students must have strong organizational skills, and be able to meet deliverables.
- Students must demonstrate attention to detail and be open to receiving constructive criticism.
- Intermediate French is an asset, but not required.
- Students may need to be able to lift up to 25lbs.

**How to Apply:**

Please submit your resume (max. 3 pages) and cover letter in one document to the e-mail address that follows. Please combine your cover letter and resume as one PDF. Please state in your cover letter how you came across this job posting. Applications without cover letters will not be considered.

Canada's Sports Hall of Fame  
Marnie Krell, Directory of Marketing and Communications  
E-mail: [mkrell@cshof.ca](mailto:mkrell@cshof.ca)

**Application Deadline: April 8, 2020**

Start date to be May 11, 2020. End date to be August 28, 2020.

**Interviews:**

Interviews will be conducted by the Director, Marketing and Communications between April 13-30, 2020. A maximum of 5 candidates will be interviewed.

**Eligibility:**

To be eligible, the applicant must meet the eligibility requirements of Canada Summer Jobs:

- be between 15 and 30 years of age at the start of the employment\*;
- be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment\*\*; and,
- have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

*\*The youth must be 15 years of age at the beginning of the employment period. The youth may be more than 30 years of age at the end of the employment period as long as the youth was 30 at the beginning of the employment period.*

*\*\*International students are not eligible participants. International students include anyone who is temporarily in Canada for studies and who is not a Canadian citizen, permanent resident, or person who has been granted refugee status in Canada. Youth awaiting a refugee status ruling, as well as those who hold a temporary visitor visa, youth visa or work visa are ineligible. As the objective of the Canada Summer Jobs program is to support youth entering the Canadian labour market, the temporary nature of an international student's time in Canada does not allow for a long-term connection to the labour market.*

**The youth will be required to obtain a valid vulnerable sector police check.**

**Job Equity:** Canada's Sports Hall of Fame is committed to the principle of equal opportunity. As an employer, Canada's Sports Hall of Fame welcomes diversity in the workplace and encourages applications from all qualified candidates within the scope of each job opening. Applications are welcomed from women, persons with disabilities, visible minorities, and Indigenous Peoples.