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Charitable Registration # 11930 5449 RR0001

[yanacomoxvalley.com](http://yanacomoxvalley.com)

## **YANA Event Marketing Specialist Job Description**

This position is made possible by the Canada Summer Jobs Program and is therefore open to youth up to age 30. This is a temporary summer position. The Event Marketing Specialist will work 35 hours per week both onsite (office, promotional events and at event location) and, if applicable, at a home office in the Comox Valley for up to 16 weeks from May through August 2025. Hours and start/end dates are negotiable for the right candidate.

### **Tasks and Responsibilities:**

The youth will be an event ambassador and will be responsible for:

- digital content creation and distribution for major YANA fundraiser the "2025 Comox Bike Co. YANA Ride" which occurs in August
- marketing and promoting the event in the community at special events
- documenting and sharing rider experiences before, during and after the event
- onsite live promotion at Comox Marina Park on Sunday, August 17, 2025
- assisting with rider registration
- tracking participants
- acquiring and distributing prize and promotional items

### **Skills Required:**

- strong teamwork and leadership
- exemplary communication
- outstanding computer, social media, photography/videography and general technological skills,
- outgoing and enthusiastic personality
- comfortable presenting and speaking in front of large crowds
- Superior problem-solving, organizational, decision-making, written, oral and interpersonal skills
- ability to apply sound judgment while working independently

### **Qualifications:**

- Completion of high school required, post-secondary in a related field preferred

### **Experience:**

- Demonstrated proficiency with Google Suite- docs, sheets, slides, forms, drawings etc
- Digital content creation and management
- Event planning and execution
- Previous non-profit experience, and/or biking and fundraising experience are considered strong assets

### **Wage and Benefits:**

- \$21.00/hour
- 4% vacation pay, flexible schedule, casual & supportive work environment, extremely rewarding work!

Please send your resume and a job-specific cover letter to [info@yanacomoxvalley.com](mailto:info@yanacomoxvalley.com). Applications will be accepted until **Friday, April 25, 2025** — but early submissions are encouraged. We sincerely thank all applicants for their interest in joining the YANA team. Only those selected for an interview will be contacted.