



The Diefenbaker Canada Centre is recruiting!

The Diefenbaker Canada Centre (DCC) is recruiting for a temporary, full-time Marketing and Communications Assistant for the period May 3 to August 21, 2021, with the possibility of extension.

The hourly rate of pay will be based on experience and qualifications and will not be less than \$15.75.

Candidates must be a current undergraduate university student who has completed ideally at least two years of study; preferred fields are marketing, communications, business, education, humanities, or social sciences. The candidate must be returning to full-time studies in the fall. This position will proceed subject to funding from [Young Canada Works](#) and/or [Canada Summer Jobs](#), and applicants must meet the eligibility requirements for both of these programs.

The Marketing and Communications Assistant (MCA) will work at the DCC under the guidance and mentorship of the Marketing and Communications Manager on a range of marketing and communications projects to gain experience in this field, specifically in the museums sector.

Each of the projects listed below that the MCA will participate in has been designed for remote work requirements but can easily be modified for in-person work in the event the DCC is able to re-open during the work term.

- Assisting with the development and possibly implementation (depending on timing) of the communications and marketing plan for the re-opening of the museum post-pandemic.
- Assisting with the development of marketing plans and promotional activities for upcoming in-person exhibits (post-pandemic), educational programs, youth camps, and possibly outreach efforts (depending on COVID-19 restrictions).
- Assisting with the management of the DCC's social media presence.
- Assisting with ongoing website updates and co-development of new online exhibits.
- Assisting with the development and design of print and digital media, including brochures, reports, ad copy, online marketing, social media posts, press releases, and public service announcements.
- Implementing day-to-day tactics related to communications and marketing and evaluating their effectiveness.

The ideal candidate is passionate about Canadian history and will have some general familiarity with, or the willingness to learn, the following skill set:

- Culturally aware and desire to work with people of all ages and backgrounds
- Excellent verbal and written communication and strong interpersonal skills
- Demonstrated ability to be self-motivated with the ability to think and act strategically, take direction, work effectively, and show initiative
- Meticulous attention to detail
- Flexible and able to adapt to change in a fast-paced setting
- Creative and innovative

- Organizational skills and ability to set and adhere to work priorities
- Understanding of Canadian and Indigenous history, governance and politics
- Ability to set and meet deadlines while working on multiple projects and to take initiative
- Ability to work effectively both independently and as part of a team
- Commitment to exceptional customer service, including a tactful, responsive, pleasant and effective manner in all types of communication
- Ability to problem solve effectively
- Advanced computer skills, including MS Office, Windows and working knowledge of Adobe design software and social media platforms (including analytics); ability to learn new technologies, programs and procedures quickly and retain information
- This position requires flexibility and may include evening and weekend shifts. Some in-province travel may be required.
- The ability to communicate in French (written and oral) would be considered an asset.

How to apply

Applications will be considered beginning **April 12, 2021**, and will be accepted until the position is filled. Applying early is encouraged.

To apply, the following information **must be submitted in a single PDF file** to jsgs-hr@usask.ca (note that the subject line of the email must state the position title: *Marketing and Communications Assistant*):

- Resume
- Cover letter stating how you meet the qualifications, why this position appeals to you, and what you feel you can bring to the Diefenbaker Canada Centre team
- Names and contact information (email address and phone number) of three references

About the DCC

The DCC's purpose is to help people make meaningful and personal connections to ideas of citizenship, leadership, and Canada's role in the international community. Programs and activities offered by the DCC aim to inspire participants to have optimism about Canada's political culture and history, to take advantage of our democratic heritage, and to challenge their own notions of Canadian leadership and citizenship in an ever-changing community.

For more information, visit <https://www.usask.ca/diefenbaker/>.