

City of Fredericton Tourism Engagement Assistant

The City of Fredericton is a growing, busy, and lively city that cares about its residents. We'd love you to be part of our team! Our employees deliver services to those who live, work, and play here in Fredericton. It's now easier than ever to apply for a job at the City with our online application tool. Join us as we continuously seek new ways to improve and inspire at the City of Fredericton.

Tourism Engagement Assistant

Would you like to help us tell the story of the Fredericton Capital Region? Build your skill set and make a difference in your community? The successful applicant will have exceptional written communication skills, knowledge of all mainstream social media platforms, photography and video production experience, and strong interpersonal and organizational skills. They will be working on several projects concurrently. The ability to prioritize, work independently and take initiative will be valued.

This position requires the student to work Monday-Friday with flexibility to work nights (Thursday at the Garrison Night Market) and weekends.

Top Responsibilities:

- Administrative support for up to six Tourism Coordinators.
- Summer program research, correspondence, and promotion.
- Record and edit video projects, including capturing media and editing footage to be featured on social media platforms such as Instagram stories and reels.
- Gather information from the Fredericton Capital Region tourism industry and develop content for social and web promotion.
- Having a keen eye for graphic design with proficiency in Canva and Adobe platforms to elevate online presence through visually engaging content and compelling graphics.
- Update websites, blogs and image sites as required including search engine optimization.
- Proofreads content, including but not limited to social media posts, blog stories and website content.
- Various content updates and data input.
- All staff are deployed as part of Fredericton Tourism & Events' operations team – assisting and interacting with the public, walking, lifting, carrying, pushing, pulling, loading, and climbing as assigned.
- Other duties, as required.

Your Qualifications – Required.

Fredericton Tourism & Events is seeking university or college students to fill this position. Those attending local institutions will be given preference due to the length of employment, April-September.

- A positive attitude and an eagerness to continuously learn are essential.
- Ability to multitask.
- Exceptional writing abilities (copy writing, proofing, and SEO) and a keen eye for detail.
- A valid Class 5 driver's license.

Your Qualifications – considered an asset.

- Bilingualism in NB's two official languages.
- Experience with graphic design, video production and photography
- Experience with MS Office 365, Mailchimp, Drupal, CrowdRiff

All About the Fit:

Doing this job well requires a dedicated, resourceful, flexible, and committed individual.

The Tourism Engagement Assistant will report directly to Fredericton Tourism & Events Consumer & Leisure Market Coordinator as well as the Digital Media Coordinator, tasks assigned by other Coordinators will flow through them.

At Fredericton Tourism & Events, we have a culture of innovation, and we look to our staff to provide inspiration and great ideas on how to improve our work – and we'll be looking for your input! The Engagement Assistant will receive multiple tasks from several different Tourism Coordinators and is important that the successful candidate can prioritize and multitask.

Many tasks require attention to detail and the ability to concentrate in a busy environment. The organizing, prioritizing and timely completion of assigned tasks is expected to be done independently - with direction but without constant supervision.

The successful candidate must be comfortable traveling within the region to produce image and video content for social media.

While many shifts will be located inside a climate-controlled environment, being outside at programming and events in varying degrees of weather will be a component of the position.

WORK STATUS: Full-time: April - September	HOURS OF WORK: Regular hours are 8:15 a.m. to 4:30 p.m., Monday to Friday; Thursday evenings and weekends will be required.
SALARY: Student Level 3: \$17.50/hour + bonus	WORK LOCATION: Downtown Fredericton. 494 Queen St.
CLOSING DATE: Applications will be received up to March 9, 2025, at 4:30pm . While we thank all of those who apply, only applicants selected for an interview will be contacted.	

Please note: In certain circumstances, some of our interviews may be virtual. Be sure to preplan your technology, work background and wardrobe to wow us when we meet!

