

## Summer Employment Opportunity (Canada Summer Jobs)



The 1910 Mackie Lake House is nestled on Kalamalka Lake in Coldstream and is an outstanding example of grand house architecture in British Columbia. The mandate of the Mackie Lake House Foundation is "to preserve and present the buildings, grounds, furnishings and related history of the Mackie Lake House for the enjoyment and education of the public."

### Event Marketing and Digital Engagement Specialist

The Mackie Lake House Foundation is seeking a temporary (summer) full-time Marketing and Events Coordinator. **This position is dependent on funding from Canada Summer Jobs**

- The student will be involved in reaching out to all members of the community and involving them in events and activities at Mackie Lake House.
- The student will plan, coordinate and execute marketing strategies developed in partnership with the existing staff. The Marketing and Events Coordinator will be responsible for updating information for the MLHF website and submitting current information for social media sites.
- Using social media, traditional media and social networking the student will expand the reach of the events out into the community and the area.
- The student will be expected to receive and direct visitors and clients and to assist with existing cultural events to be held on the MLH grounds.
- Following the events the student will collect and analyze data and prepare reports measuring their effectiveness. This data will be collected for all events and the resulting information used to create future events that Mackie Lake House will host.

#### Qualifications:

Ideally the candidate will have:

- Studied courses in Marketing, Communications, Project Management, Event Planning or other related field
- The ability to plan, design and carry out a project or event from beginning to end with well-defined objectives and outcomes
- The skills to share information using a range of information and communications technologies; observe and record data using appropriate methods, tools and technology;
- The skills to continuously monitor the success of an event and identify ways to improve it
- The ability to recognize and respect diversity, individual differences, and perspectives
- The ability to implement and evaluate the events that they helped to market.
- The ability to work with an existing team of staff and volunteers
- A keen interest in culture, heritage and the arts – especially of the Coldstream and Okanagan Valleys

#### Terms of Employment

June 21<sup>st</sup> to August 20<sup>th</sup>, 2020 (8 weeks); a flexible schedule including some Saturday or Sunday shifts will be required.

Rate of Pay: \$16 hour

**Send résumé and cover letter by Friday, May 28<sup>th</sup> to:**

Valerie Cherwoniak, Manager  
Mackie Lake House Foundation  
[mackiehouse@shaw.ca](mailto:mackiehouse@shaw.ca)

We thank all applicants for their interest, but only those candidates selected for interview will be contacted.