



An Affiliate of the Métis Nation of Alberta
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Summer Marketing and Sales Assistant

Location: Métis Crossing, Smoky Lake, AB

Closing Date: Until Suitable Candidates Found

Position Status: Seasonal (May – August), Full time (40 hours per week)

The Organization

Métis Crossing is Alberta's first major Métis destination where we share and celebrate the Métis culture with all people! With their unique designs that combine both traditional and contemporary Métis craftsmanship, The Lodge and the Gathering Centre at Métis Crossing are special blends of comfort, culture, and Métis history. Directly adjacent to the Cultural Gathering Centre, our 40-room boutique Lodge offers scenic views overlooking the majestic North Saskatchewan River, the very route used by our Métis ancestors as they gathered here to trade. The Cultural Gathering Centre is the base for all our cultural and educational programs. The Lodge offers a Bistro for coffee and express breakfast, as well as a Lounge for cocktails and light snacks. Together they are an ideal location for corporate and government retreats as well as family gatherings.

The Opportunity

Métis Crossing seeks a dynamic & expressive individual for the position of Summer Marketing and Sales Assistant. This is a summer term position with an end date of September 1st, 2024. The successful applicant will become a key member of the marketing and sales teams, will get to build an understanding of advertising and tourism promotions, have the ability to build strong relationships, and gain experience with project planning and implementation.

Key Responsibilities

Plan, coordinate, and execute all communications and marketing initiatives related to Métis Crossing, including advertising, tourism promotions, and launching of programs/services.

- Develop and implement marketing and advertising campaigns.
- Create content for promotions and collateral materials for videos, releases, presentations, digital platforms, and any other communications and marketing initiatives.
- Plan, develop, and implement programs and tourism projects.
- Manage on-going marketing and advertising campaigns and plans.
- Coordinate, edit, and optimize any material concerning advertising, branding, and marketing.
- Collect, analyze, and prepare detailed reports for marketing and advertising campaigns.

Assist in communicating with clients, creating estimates, and ensuring client satisfaction.

Skills & Competencies

- Critical thinking skills.
- Excellent verbal and written communication skills.
- Superior interpersonal skills and the ability to build strong relationships with others.
- Ability to identify, develop, and execute initiatives and messages to different audiences.
- Ability to assess options, engage different perspectives, and create strategic solutions for communications challenges.
- Ability to manage multiple priorities and project deadlines.
- Political sensitivity and ability to deal with confidential information.

Preferred Qualifications

- Technical skills and experience with Adobe Creative Suite, and various social media platforms.
- Interest in content distribution and social media.

Other Requirements

- Must be returning to school full-time in the Fall 2024.
- Availability to work a mixed schedule of days, evenings, and weekends.
- Ability to work at Métis Crossing in Smoky Lake.
- Clear Criminal Record Check required.

Employment Details:

- Schedule will be based on a 40-hour work week, and will include weekdays, weekends, and holidays.

What we Offer:

- A rich Indigenous cultural experience.
- Opportunity to work at the first Major Métis cultural destination.
- Part time or casual employment during the school year.
- Training.

Please send your resume to employmentmc@metis.org

Métis Crossing thanks all applicants for their interest. Only applicants selected for an interview will be contacted. No phone calls please.