



JOB DESCRIPTION

Job Title: TLC Summer Events Staff

Primary Focus:

Promote the TLC's programs, services and brand to regional residents at events, community activities and sporting events.

Specific Accountabilities:

- Engage regional residents in activities to spread our message of healthy active living.
- Provide photos, videos and written content to post on the TLC's official social media channels (Facebook, Twitter, Instagram, Snapchat).
- Promote healthy, active living along with TLC programs and services by attending regional events, community activities and sporting events with the TLC's community cruiser.
- Facilitate promotional activities, games and contests while attending regional events, community activities and sporting events.
- Engage with community members in a positive and energetic manner.
- Maintain an inventory of promotional items to be used by the TLC Summer Events Crew.
- Report on activities of the TLC Summer Events Crew.
- Performs other related duties and responsibilities as required.

Competencies/Skill-Sets Required:

- Exceptional customer service focus.
- Energetic and outgoing attitude.
- Strong verbal and written communication skills.
- Independent decision-making, problem solving and analytical skills.
- Teamwork and cooperation.
- Highly developed interpersonal skills to interact with others in an effective manner.
- Effective multi-tasking and project tracking skills
- Clean drivers abstract.

Designations/Training required/Prerequisites:

- Ideally the candidate will have a minimum of one year post-secondary education in marketing and communications and/or promotions.
- Highly skilled with social media (Twitter, Facebook, Instagram etc.)
- Proficiency in the use of MS Office applications specifically: Word, Excel, email, as well as experience with the Internet.
- Ability to work a flexible weekly schedule, including evenings and weekends, as required.
- First Aid/CPR/AED is required along with a current criminal record check and child welfare check.

Recruits From:

- External promotional position
- External marketing and communications position
- External customer service positions

Career Progression:

- Customer Experience Representative

Reports To:

Marketing and Communications Coordinator

Direct Reports:

- Nil