

## **SPECIAL PROJECTS ASSISTANT, NATIONAL TRUST FOR CANADA**

The National Trust for Canada is seeking an individual with skills in communications, social media, marketing and promotion to help in delivering Canada Historic Places Days. This is a student contract position that runs from May 17 2021 until August 6 2021. This includes working on Canada Historic Places Days, Saturday July 3, 2021.

The National Trust is a registered charity that leads and inspires action to save historic places. Our sites, projects and programs (including Canada Historic Places Days) engage Canadians, enhance local identity and bring heritage to life.

The Special Projects Assistant will aid in the development and execution of Canada Historic Places Days, the development of a Social Media strategy and promotional celebrations, build a relationship with participating sites, make web updates and build a list of potential participating sites.

Project Background:

Canada Historic Places Days is a celebration held on the Saturday after Canada Day weekend where the National Trust for Canada is partnering with Parks Canada to market/promote/ celebrate Canada's historic places. This year because of limitations due to COVID-19, the celebration will be held virtually as well as on location in provinces where opening of sites is possible.

### **Major Responsibilities**

1. Develop draft content for the national Historic Places Days social media, website and other communications pieces.
2. Research Social Media Influencers and media lists.
3. Research potential Indigenous Sites for inclusion on Historic Places Days
4. Liaise with volunteers, ensuring they have the tools they need to help participating sites.
5. Help maintain and update the CHPD website and help sites register and post their information.
6. Respond to queries, point toward resources, and troubleshoot for participating sites.
7. Build a list of potential participants in Canada Historic Places Days

### **Qualifications & Skills**

- a. Education in Communications, Marketing, History or a related field would be asset.
- b. Candidates must possess excellent communication skills, creative thinking, self-motivation, outstanding ability to sell ideas, and strong writing and presentation skills.

- c. Knowledge of the heritage sector and/or the non-profit sector would be an asset.
- d. Experience in dealing with the public, media relations, and heritage communities are an asset.
- e. Microsoft Word, Excel, Outlook, experience needed. Website admin and experience with a database an asset
- f. Individuals who identify as part of the Indigenous community or have experience working with Indigenous communities would be a definite asset.
- g. The ability to communicate in both official languages is essential
- h. This is a Young Canada Works position, and applicants must meet the program's eligibility criteria. Review the criteria at : <https://www.canada.ca/en/canadian-heritage/services/funding/young-canada-works/students-graduates/heritage-organizations-students.html>

### **Compensation**

\$18/ hour, subject to provincial and federal deductions.

### **To Apply**

Please submit a CV as well as a statement of qualifications that responds directly to itemized points 1-7 and a-h above. Submissions should be sent to [skruitwagen@nationaltrustcanada.ca](mailto:skruitwagen@nationaltrustcanada.ca), addressed to the attention of Sonja Kruitwagen. Submissions will be received until close of business on May 13, 2021. Only those candidates selected for an interview will be contacted.