

Marketing Assistant

Posting #PRC2025-25

Oak Bay Parks, Recreation and Culture is seeking dedicated and enthusiastic individuals for our Marketing Assistant position. Under the direction of the Marketing Specialist, this position primarily assists with the design, production and editing of promotional materials and document for print and digital applications. The Marketing Assistant also assists with social media, website updates, guide production and other department promotions and internal documents. Auxiliary staff enjoy a free Staff Pass when they work one shift per week, flexibility in hours to accommodate different lifestyles, a culture that cares about work-life balance, and 14% pay on top of their hourly wage in lieu of benefits. We foster a learning environment and provide you with on-the-job training.

RESPONSIBILITIES

- Assist with the design and update of posters, flyers, brochures and other print promotional materials using information and content provided by Department staff;
- Assist in the maintenance, editing and updating of information for the website, social media platforms, newsletters and any other digital promotions with content provided by Department staff;
- Assist in the development, production and editing of the Active Living Guides;
- Follow timelines to produce materials in an efficient and timely manner as assigned by the Marketing Specialist;
- Assist with compiling and organizing photos and videos for promotions, following privacy and retention practices;
- Help provide high quality communication to the public; and
- Ensure that special projects are completed as assigned.

QUALIFICATIONS

- Completion of one-year post-secondary training in visual communication design or related field with courses in graphic design, social media, advertising or marketing.
- A minimum of 6 months experience in an office environment.
- Ability to work within brand guidelines and follow department procedures;
- Ability to work in a responsible and independent manner without close supervision;
- Experience and/or training in MS Office, Adobe Creative Suite, Content Management Systems and social media management software
- Provision of a current Police Information Check with Vulnerable Sector Screening (Note: This is the applicant's financial responsibility to obtain this).

HOURS OF WORK	Approximately 5-15 hours per week, varying shifts based on operational need.
LOCATION(S)	Oak Bay Recreation Centre
RATE	\$26.40/hour (\$23.16 per hour plus \$3.24 per hour in lieu of benefits) – 2024 rates
STATUS	Auxiliary (This is a union position)
BENEFITS	<ul style="list-style-type: none"> • 14% in lieu of benefits per hour. • Staff Membership to drop-in the weightroom, fitness classes, skating, and pool (applicable to employees with 1 or more set shifts per week)

Please submit applications by 4:00pm, Tuesday, April 22, 2025 to:

Job Application Drop Box, Oak Bay Recreation Centre, 1975 Bee Street, Victoria, V8R 5E6 or

Email to: recreationjobs@oakbay.ca

Subject line in email should read: PRC2025-25 Marketing Assistant

Please note that only short-listed applicants will be contacted after the closing date of the posting