



Promotions & Media Manager

Main Functions:

Working in an ever changing and fast paced environment usually in varying locations with a laptop and cell phone. Sometime will be spent in the Head Office of Blue Heron Company Limited (24 Carlton Street) but the position is meant to move around from one location to the next to do promotion of all areas of the company. Sometime will be spent working on our vinyl cutter in the back of the Lighthouse Ticket Office as well.

Reports to:

General Manager – Ashley Miller

Job Duties:

The Promotions & Media Manager performs some or all the following duties:

- Keeping all social media sites current, relevant, and exciting!
- Website – working with our current website designer to implement the necessary changes and updates
- All advertising and promotions in all online and print sources
- Ticket office signage and advertising
- Retail store signage and advertising
- Accommodation signage and advertising
- Boat signage and advertising
- Beavertails promotions and occasional advertising via social media
- Promote and encourage staff engagement through social media and staff newsletters
- Aid in all locations as needed and time permits
- Maintain a neat and orderly work environment
- And other duties as assigned

Essential Skill Requirements:

- Experience using Illustrator an asset
- Experience on all social media sites an asset
- Superior Oral and Written Communication
- Ability to work with no supervision
- Continuous learning
- Ability to locate and find needed information without supervision
- Punctual, meticulous and reliable

Working Conditions:

- Workweeks in April, May and June are 5 days per week, 8-10 hours per day, no shifts beginning before 8 am or finishing later than 10 pm.
- Workweeks during peak season are 6 days per week, 8-10 hours per day, no shifts beginning before 8 am or finishing later than 10 pm.
- Workweeks in September and October are 5 days per week, 8 hours per day, no shift beginning before 8 am or finishing later than 10 pm.
- The Promotions & Media Manager will not be employed full time for November-March but casual part-time hours will be made available, especially if fluent in motel, ticket and retail sales systems.
- The Promotions & Media Manager is entitled to a ½ hour unpaid lunch and two 15-minute coffee breaks paid time.
- The Promotions & Media Manager is frequently exposed to noise and a regular flow of people.
- The Promotions & Media Manager will be assigned changing priorities.
- The Promotions & Media Manager may have the opportunity to work overtime, with paid compensation.

Agreed & Accepted By: _____ (Name Please Print)

_____ (Signature)

Date: _____