



# JOIN THE PARKS CANADA STUDENT YOUTH TEAM!



## Parks Canada, in Coastal BC, has employment opportunities for this fall and winter for youth as:

- **Student Promotions Social Media Assistants**

The Youth Employment and Skills Strategy (YESS) is a Government of Canada jobs initiative targeted at young Canadians aged 15 to 30. It supports the creation of job opportunities, with a particular focus on young people facing barriers. The purpose is to increase employment for youth, enabling them to gain work experience, to develop skills, and to extend their networks.

YESS is intended to serve all youth, but with particular focus on serving those facing barriers and under-represented youth.

- Youth facing barriers to employment are youth who may face challenges to making a successful transition to the labour market.
- Under-represented youth are Indigenous, LGBTQ2+, immigrant and/or refugee, living with a disability, living in a remote or rural area, and youth belonging to a visible minority group.

Parks Canada is really excited to participate in this initiative, and youth can make a difference in our national parks, national historic sites and our sites across Canada!

### Who can apply?

- Youth between the ages of 15 to 30 inclusive.
- Legally entitled to work in Canada.
- Canadian citizen, permanent resident, or person who has been granted refugee status in Canada
- Registered as a full-time student in a recognized institution (high school, CEGEP, College, University, etc.) Proof of full-time student status will be required.
- Returning to full-time studies in the academic term following the work placement.
- In addition, preference may be given to candidates who self-identify as facing barriers and/or under-represented youth as mentioned above. As such, we encourage you to self-identify in your application.

**See back for more information and how to apply...**

## What a Student Promotions Social Media assistant does:

- Develop and write fun, engaging and interesting factual social media content.
- Monitor social media trends to create engaging posts and campaigns.
- Research materials and gather information to develop social media campaigns centered on themes of nature, wildlife, history, and culture.
- Capture photography and videography.
- Create short videos centered on themes of nature, wildlife, history, and culture.
- Assist with the image library inventory and filing systems.

## We are looking for students who:

- Enjoy creative writing.
- Have an interest in creating content for social media (Facebook and Twitter).
- Are familiar with computer programs (email, Excel, Word, etc.) and various applications (e.g. Hootsuite, photo apps).
- Are keen to organise files and image libraries.
- Love to take photos and videos, and editing them using cool computer programs (i.e. Adobe Creative Cloud: InDesign, Photoshop and PremierPro).
- Enjoy using photography and videography tools (such as DSLR Camera, 360 Camera, GoPro, etc.).

## Potential work locations:

- Pacific Rim National Park Reserve
- Gulf Islands National Park Reserve
- Fort Langley National Historic Site
- Fort Rodd Hill and Fisgard Lighthouse National Historic Sites

## What you need to do and how to apply:

- Write a letter confirming you meet the “*Who can apply*” points above **and** telling us about yourself, what you are passionate about, what you are studying in school and why you think you’d be great for this position.
- Tell us in which of the areas above you reside in; this will likely determine work location.
- The names and contact information for two references that can speak to your studies and skills.
- **Submit your application by email or mail to Jade Szymanski, Promotions Officer:**

### **Email:**

jade.szymanski@canada.ca

### **Mail:**

Jade Szymanski, Coastal BC Promotions  
P.O. Box 129, Fort Langley, BC V1M 2R5

If you have any questions, do not hesitate to contact Jade Szymanski by phone at 250-514-4809.

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**APPLICATION DEADLINE: October 29, 2021**

**(applications are reviewed as they are received and positions may be offered before October 29, 2021)**

