

#YEGAmbassador Program - Student Position (2020):

- **This position is funded by Government of Canada - Student Summer programs due to COVID the position would extend into the fall**

Position Title: #YEGAmbassador

Duration: as noted above

Hr/Week: 35

Wage: \$17.00

If you are energetic, have an enthusiastic approach to the work you do, and appreciate innovation this may be a position for you!

Situated in the city's center, the Business Improvement Areas (BIA) the #YEGAmbassador position consists of linking small businesses, citizens, and visitors to local businesses, events, and services. By enhancing these connections Edmonton's diverse communities and the business community can contribute to economic development, safety, and community well-being. *This position shall directly support the Social Media campaigns of the program including content generation.*

Job Duties

- Extensive outdoor walking within the target areas regardless of weather conditions while wearing branded apparel.
- Acting as "Eye on the Street" for the designated areas
- Connect Edmontonians and visitors to local area events and businesses throughout the year (wayfinding and general information)
- Provide support to the implementation of Business Improvement Area programs that enhance and strengthen small business capacity,
- Assist in building greater connections for citizens, community groups/agencies and business to services and supports from the City of Edmonton
- Strengthen and build relationships between business and social agencies to work proactively together towards prevention and intervention where social and commercial needs overlap.
- Collect Environmental data and information on Business Improvement Areas (Inner City, Downtown, Chinatown and possibly others)
- Implement the programs social media plan with the support and direction of program staff and supervisor
- Attend, support local business, social agency, and community events
- Address emergency or non-emergency situations as stipulated in the program protocols

Great opportunity for students in Human Services, Business, Marketing and Communication

Training may include:

- Indigenous & Cultural competency Awareness, Non-Violent Crisis Intervention,

Qualifications and Skills:

- Post-secondary education in communication, marketing, business, or general studies

- Ability to speak additional languages is an asset. (Cantonese, Mandarin, those from East African countries)
- Experience working with diverse cultures, knowledge of cultural traditions and beliefs
- Proficiency in multimedia platforms, e.g. Instagram, Twitter, Facebook, etc.
- Strong communication skills and ability to work with all cultural groups of all ages; including LGBTQ+ persons
- Proficiency in report writing, time management, defining goals and objectives, and priority setting
- Able to work independently and self-motivated
- Understanding of community economic development, and community safety
- Able to work flexible hours and weekends
- First Aid and CPR would be an asset or willing to obtain a certificate
- Criminal record check required

Would be considerate an asset:

- graphic design skills
- interviewing for social media content

Please send resumes to Madeleine.Smith@Reachedmonton.ca or REACH Edmonton Suite 901, Baker Centre, 10025 – 106 Street, Edmonton, AB T5J 1G4

Closing Date: Aug 7, 2020