



MARKETING COORDINATOR

(FULL TIME - JULY - SEPTEMBER, POSSIBILITY OF EXTENSION)

\$17/HOUR

Nikka Yuko Japanese Garden is now accepting applications for a Marketing Coordinator position. We are looking for an enthusiastic individual that will report to the Marketing & Events Manager while also working closely with the Nikka Yuko management team, supervisors, and hosts to create marketing content and promotions that engage our online audience and attract visitors from around the world.

Nikka Yuko Japanese Garden is a world-renowned Garden that has provided excellence in horticultural, historical, and cultural programming for 55 years. The Garden plays an important role in our community in understanding our local and regional history through the celebration of cultural diversity of those of Japanese Ancestry. Our Mission is to provide an opportunity for our guests to experience the serenity and peace of our natural environment, as expressed through Japanese Garden architecture and culture, while maintaining Nikka Yuko as a world-class living exhibit.

HOURS: 37.5 Hours/Week (Including some evenings, weekends, and some holidays)

Nikka Yuko Japanese Garden is opened to the public Thursdays to Mondays. This position will require some weekend, evening, and holiday work to assist with events and promotions.

POSITION OVERVIEW

- Working directly with the Marketing & Events Manager to create social media content including, but not limited to graphics, photographs, videos, blogs, stories, and more across all channels.
- Updating the online events calendar and ensuring all upcoming events and programs are correctly displayed on the website and posted to our social media pages, community calendars, and Google page
- Updating content on our website and online profiles to ensure seasonal experiences and programs are posted - this may require taking photos to provide visuals of these experiences
- Designing digital display ads for inside the Bunka Centre
- Designing table toppers and bathroom advertisements and ensuring they are relevant and up to date
- Creating and sending a bi-weekly newsletter to go out to our members to update on upcoming events and programs at the garden
- Assisting with the set up and take down and running special Nikka Yuko events such as sake or gin tastings, Shakespeare in the Garden, long table dinners, festivals, receptions, and other high end events
- Connecting with other garden staff to create engaging, informative, and fun content for our social media channels
- Providing statistics from our website and social media channels on a monthly basis to the Marketing & Events Manager
- Possibility of attending conferences/trade shows to promote Nikka Yuko Japanese Garden

REQUIRED SKILLS & CERTIFICATIONS

- Post-secondary education in graphic design, journalism, marketing, multimedia or relevant work experience
- Experience in graphic design using either the Adobe Creative Suite and/or Canva to create visually pleasing graphics
- Excellent written and oral communication skills
- Experience using social media as a business/organization to create professional and engaging posts and responding to questions and comments accordingly
- Effective time management skills
- Pro-Serve Certification or the ability to complete this with reimbursement from Nikka Yuko
- Understanding of Japanese language, history, and culture and/or the tourism or non-profit sector is considered an asset

COVID-19 Vaccination Policy: Nikka Yuko Japanese Garden is requiring all staff and volunteers to be vaccinated against COVID-19. Candidates must be fully vaccinated by their hire date.

Resumes will be accepted until June 13 at 11:59pm via email only.

Qualified Candidates are invited to submit their resume with cover letter to marketing@nikkayuko.com with the position they are applying for in the subject line.

All applicants are thanked in advance for their interests however, only individuals selected for an interview will be contacted.