



## Employment Opportunity Marketing & Events Assistant

**Posting Number:** 25-05  
**Duration:** Full Time, Permanent  
**Location:** KVA office and other venues or event sites  
**Hours:** 35 hours per week (incl. occasional evenings & weekends)  
**Salary Range:** \$24.60/hr - \$28.77/hr - Plus Benefits  
This is a Bargaining Unit position (Public Service Alliance of Canada).

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### About Us:

The Klondike Visitors Association (KVA) is dedicated to promoting Dawson City and its rich history through tourism, events, and marketing initiatives. We are seeking a dynamic and organized **Marketing & Events Assistant** to join our team and support our efforts in creating engaging marketing campaigns and memorable events.

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### Position Overview:

Reporting directly to the **Marketing & Events Manager**, the Marketing & Events Assistant plays a vital role in implementing KVA's marketing strategies and assisting in the coordination of various special events. This position involves working closely with the Diamond Tooth Gerties Managers, KVA office staff, and event volunteers.

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### Key Responsibilities:

- Support the planning and implementation of media advertising projects, including creative development, cooperative advertising sales, and reporting for third-party funding.
- **Manage KVA's social media channels**, including content creation, scheduling, engagement, and analytics to enhance online presence and audience interaction.
- Contribute to marketing efforts for KVA attractions and special events.
- Represent KVA at industry and community trade shows as directed.
- Provide administrative support, attend meetings, and contribute to marketing and events-related discussions.
- Support the maintenance of KVA's online presence, including website updates and social media management.
- Assist in planning and executing KVA events such as **Trek Over the Top, Thaw Di Gras Spring Carnival, Yukon Gold Panning Championships**, and the **Dawson City Summer Concert Series**.
- Coordinate volunteer involvement for events as required.
- Perform general office duties including phone, email, and mail correspondence.



- Other duties as assigned by the Marketing & Events Manager or Executive Director.
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## Qualifications & Skills:

### *Essential:*

- High school diploma (Grade 12) required.
- Education and/or equivalent work experience in **tourism, marketing, or special event coordination**.
- Strong organizational and time management skills with the ability to work under pressure and meet deadlines.
- Excellent written and verbal communication skills, including public speaking.
- Ability to work both independently and collaboratively in a team setting.
- Proficiency in office procedures, computer applications (word processing, spreadsheets, web management software).
- Must have a valid **Class 5 driver's license**.
- Ability to lift up to **20 lbs** and work in varying conditions.

### *Preferred:*

- Post-secondary coursework or experience in **tourism, marketing, or event management**.
  - Current **First Aid certification**.
  - Fluency in **French, German, or other languages**.
  - Knowledge of **design, photography, and multimedia applications**.
  - Preference will be given to **Dawson City Residents** where possible.
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## Working Conditions:

- Work schedule can vary, requiring availability for some evenings, weekends, and holidays.
  - Travel within and outside Yukon may be required.
  - Some work will take place in **Diamond Tooth Gerties (DTG)** gaming environment and other public venues where alcohol is served.
  - Occasional requirement to wear **period costumes or formal business attire**.
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## How to Apply:

Please submit your resume and a cover letter detailing your qualifications and interest in the position to **Andy Cunningham, Marketing and Events Manager** at **ACunningham@dawson.net** by **11:59pm, Thursday, April 10<sup>th</sup>, 2025**. We thank all applicants but only short listed candidates will be contacted.