



Employment Opportunity

Marketing & Events Assistant

Posting Number: 26-12
Duration: Full Time, Permanent
Location: KVA office and other venues or event sites
Hours: 35 hours per week (incl. occasional evenings & weekends)
Wage Range: \$25.46/hr - \$29.79 - Plus Benefits (*Pending ratification)
This is a Bargaining Unit position (Public Service Alliance of Canada).

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.

Position Overview:

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

Key Responsibilities:

- 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.
 - Planning and executing KVA special events such as 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.
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Qualifications & Skills:

Essential:

- High school diploma (Grade 12) required.
- 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.
- Strong understanding of social media platforms
- 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:

- Education and/or equivalent work experience in tourism, marketing, or special event coordination.
 - Current First Aid certification.
 - 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

This position will remain open until filled; however, first consideration will be given to applications received before **2:00pm, Wednesday, September 23rd, 2026.**

We thank all applicants, but only short-listed candidates will be contacted.