

Marketing Assistant



The Government of Canada funded this job through the Canada Summer Jobs program. [Learn more about the program.](#)

To apply for this job, you must:

- Be aged between 15 and 30 years old on the start date of the job;
- Have a valid Social Insurance Number (SIN); and
- Be a Canadian citizen, a permanent resident of Canada, or a person who has been granted refugee status in Canada.

International students and other temporary residents of Canada are not eligible.

As an equal opportunity employer, we are committed to providing:

- Opportunities for youth that are underrepresented in the labour market
- Opportunities for youth in rural areas, remote communities, and official language minority communities
- Opportunities for youth with disabilities or with organizations that provide services to persons with disabilities

Employment Period: 8-week position must be completed between April 21, 2025 – August 30, 2025.

Hours per week: 33 hours

Remuneration: \$17.85/hr

Positions Available: 2

Position Requirements:

The Marketing Assistant is responsible for developing strategies and tactics to increase public awareness of the Greater Vancouver Zoo and increase attendance to the Greater Vancouver Zoo. As an accredited facility with Canada's Accredited Zoos and Aquariums (CAZA), the Marketing Assistant would need to understand the role of accredited zoos in conservation education and as leaders in animal husbandry.

Key Responsibilities:

- Demonstrates respect for the Greater Vancouver Zoo and the people who work, volunteer at, and visit the facility

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- Understands the mission and vision of the Greater Vancouver Zoo and our role and responsibilities as an accredited institution.
- Implement successful marketing campaigns from initiation to execution.
- Assists with content creation, content curation, pay per click campaigns, management, publicity, social media, lead generation campaigns, copywriting, performance analysis, and more.
- Produces valuable and engaging content for our website and other social media platforms that attract and appeal to our target groups.
- Produces engaging content for our publications.
- Assists in the development of promotional materials.
- Collaborates with key tourism players, agencies, and vendors.
- Measures, reports, and evaluates performance of marketing campaigns and goals.
- Evaluates website performance and rankings and suggests improvements as required.
- Provides recommendations for improving results and reducing costs.
- Assists in events as needed.
- Assist the Marketing Manager as required.
- Other duties as required.

