

# Pacifica Paddle Sports - Marketing Assistant



## JOB DESCRIPTION

Pacifica Paddle has one of the largest rental fleets on the West Coast. We offer rentals of kayaks, canoes and paddle boards, as well as kayak and paddle board lessons and tours. We believe customers can be 'Nurtured by Nature', and paddling is a way of facilitating it.

Our Marketing Assistants are key players on the Pacifica Team. They show the world the amazing activities happening at Pacifica, and contribute to growing our customer base. A Marketing Assistant is creative, social media savvy, hard-working, and enjoys interacting with a wide variety of people. This role can be combined with a secondary role, such as Front Desk or Dockhand, or be left as a part time role.

## RESPONSIBILITIES INCLUDE:

1. Following the Pacifica Digital Marketing Plan to maintain a consistent theme
2. Gathering and creating social media content, monitoring sites, responding to customers
  - a. Collaborate with guides and other co-workers who will help with photos and customer feedback
  - b. Daily Instagram/ FB stories
  - c. 3-6 Insta/ FB posts per week, weekly video on social media - reels, posts
  - d. Sharing content with marketing partners like DMOs.
3. Creating newsletters (following a calendar of suggested topics)
4. Maintaining and adding content to Google My Business Page, responding to reviews
5. Collaborating on sales strategies, and creating sales campaigns
  - a. Advertising kayak, SUP and gear sales
6. Collaborating on event ideas and promotion
7. Networking with local partners and groups for events and tours promotion
  - a. Reaching out to local businesses to encourage group bookings
  - b. Reaching out to schools in spring and fall
8. Interviewing customers, to create social media content - videos, written feedback, photos
9. Keeping in store calendars up to date

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## REQUIREMENTS

1. Education in Marketing, Business or related program
2. Prior marketing and customer service experience an asset
3. Excellent communication and people skills
4. Handle work autonomy, be self motivated
5. Strong organizational and creative abilities
6. In depth knowledge of social media platforms
7. Videography and photography skills an asset
8. Proficient in English (oral and written)
9. Familiarity with computer and POS systems

Hours range from part-time, April to October. Our busiest months are July and August, so expect to get the most hours in those months, as we expect employees to be most available in these months. Weekend shifts are expected of all employees, with the typical days off landing on weekdays. The shop is open until 8:30 pm, with some evening tours and activities extending our hours. Evening shifts will be required occasionally, to take photos and videos of the various activities. This includes following lessons and tours, to get on water shots. (This role will be shared with a guide, who can do more of the on water photography.)

Benefits of working at Pacifica include a friendly, supportive, social environment. You have the opportunity to join Paddle Canada Skills courses. As a perk of the job, you'll have use of the kayaks, canoes and paddle boards for personal time! You can bring these offsite, to explore more of the greater Victoria area. You'll get a great mix of working inside and outside at all our shops, interacting with people on the docks, and occasionally on the water. We have multiple great locations, and you'll be showing off all of them!

Pacifica Paddle will provide opportunities for improving paddling skills for canoeing, paddle boarding, and kayaking throughout the season, while exploring the shorelines of the Saanich Peninsula. These are voluntary participation, but you are encouraged to join multiple sessions, to increase your personal skills and knowledge of the amazing paddling areas around us.

## To Apply:

- Submit resume and cover letter online to E-J Frederiksen [ej@pacificapaddle.com](mailto:ej@pacificapaddle.com)