

THE TOWN OF PARRY SOUND POSITION DESCRIPTION

POSITION TITLE:

Marketing & Digital Media Intern

REPORTING RELATIONSHIP:

This position reports directly to the Bobby Orr Hall of Fame Curator, hereinafter referred to as the "Curator".

PURPOSE OF POSITION:

The Marketing & Digital Media Intern will take the lead on the development and implementation of a marketing plan for the Bobby Orr Hall of Fame and Gift Shop, assist with planning, preparation and execution of a major renovation of the Gift Shop and building engaging and informative content and exhibits for the Hall of Fame website, newsletter and social media channels.

SCOPE OF POSITION:

Works within policies and procedures established by Council and directed by the CAO.

RESPONSIBILITIES:

The Intern will be responsible for the following:

1. As directed by the Curator, develop and implement a marketing plan for the Bobby Orr Hall of Fame and Gift Shop to promote the Hall of Fame and maximize attendance.
2. In co-operation with the Curator, complete research, build content and maintain the Hall of Fame website, newsletter and social media.
3. As directed by the Curator, research and implement an inventory management system for Gift Shop and estore merchandise.
4. Work with the Curator to plan and execute a major renovation of the Gift Shop.
5. Support the Curator in the development and implementation of a Hall of Fame membership program, fundraising plan and sponsorship strategy.
6. As directed by the Curator, handle marketing and booking of children's birthday party packages.

7. Support the Curator in planning and execution of Celebrating Youth Ceremony and Celebrity Golf Classic events.
8. Other duties as assigned

WORKING CONDITIONS:

Work environment has minimal or no disagreeable working conditions; work is in various locations throughout the facility with events conducted both on and offsite; with frequent public contact; and, subject to deadlines and interruptions.

Work is subject to unusual and unscheduled hours.

WORKING RELATIONSHIPS:

1. **With the Bobby Orr Hall of Fame Curator**
Receives direction, guidance and encouragement; discusses plans and priorities. Provides support as needed.
2. **With all staff at the Charles W Stockey Centre and Bobby Orr Hall of Fame**
Works with the entire team in a spirit of co-operation and teamwork, taking direction of specific assignments.

KNOWLEDGE AND SKILL:

- Excellent verbal and written communication skills.
- Strong project management skills.
- Exceptional customer service skills.
- Ability to perform tasks with minimal supervision.
- Excellent knowledge of computer applications and social media, high-level word processing skills and ability to grasp new systems and concepts readily.
- Ability to perform multiple, concurrent tasks.
- Ability to work with volunteers and as a member of a team.
- Understanding of the need for confidentiality, tact and discretion in a public environment.

IMPACT OF ERROR:

- Errors (information and clerical) could result in confusion, duplication of effort, misinformation to stakeholders and could result in financial loss and/unfavourable public relations.

CONTROL:

- General policy direction from Council through the CAO; direct supervision from the Curator.