

# Job Title: Outreach & Digital Marketing Assistant

Location:

**Thunder Bay Museum**

425 Donald Street E.

Thunder Bay, ON P7E 5V1

Tel: (807) 623-0801 Fax: (807) 622-6880

Email: [info@thunderbaymuseum.com](mailto:info@thunderbaymuseum.com)

Web: [www.thunderbaymuseum.com](http://www.thunderbaymuseum.com)



**Duration:** 14 weeks, 35 hours per week

**Rate of Pay:** \$17.20/hour

**Tentative Start Date:** 26 May 2025

**JOB DESCRIPTION:** The general objectives for the Outreach and Digital Marketing Assistant will be to: attend special community events, such as Canada Day, events at Fort William Historical Park, the City of Thunder Bay's concert series and movie nights, and the Canadian Lakehead Exhibition as a Museum representative; promote programming, events, and exhibits through the Museum's social media channels and website; and assist the Curator/Archivist with promoting and scheduling historical content related to regionally significant events or days throughout the year.

**PRIMARY QUALIFICATIONS:** Good oral and written communication skills, experience with computers (ie. internet, spreadsheet, social media, word processing, graphic image design), customer service skills, leadership, and an interest in working in the heritage education field. Post-secondary education preferred.

## CONDITIONS OF EMPLOYMENT:

1. Must sign a confidentiality agreement;
2. Be a Canadian citizen or a permanent resident, or have refuge status in Canada (non-Canadians holding temporary work visas or awaiting permanent status are not eligible);
3. Are legally entitled to work in Canada;
4. Are between 16 and 30 years of age at the start of employment;
5. Are willing to commit to the full duration of the work assignment;
6. Will not have another full-time job (over 30 hours a week) during the Young Canada Works (YCW) work assignment;
7. Have been a full-time high school, college, CEGEP or university student (as defined by their educational institution) in the semester preceding the YCW work assignment; and
8. Intend to return to full-time studies in the semester following the YCW work assignment.

## WORKING CONDITIONS:

1. **Physical Demands:** This position possibly involves physical exertion produced by the incumbent in carrying out the responsibilities of the position beyond a standard office environment. The position requires the occasional ability to lift 22 kg above one's head, crawling, crouching, climbing, and lifting, carrying, and manual labor related tasks. It also involves extended time sitting, walking, and standing.
2. **Environmental Conditions:** This includes conditions in the work environment that have potential for negative physical impact on the incumbent. Areas of the job location are potentially dirty (including but not limited to allergens, irritants, toxins, and animal waste), loud noises, and temperature extremes from -40° C to 35° C. The incumbent may be required to wear PPE (personal protective equipment) to mitigate these risks.
3. **Sensory Demands:** Sensory demands are an intense; incumbents will be required to use touch, smell, sight, and hearing to perform their duties on a regular basis.
4. **Mental Demands:** Mental demands indicate psychological impacts that are an unavoidable part of the job and place increased mental demands on the incumbent.

**ONTARIO HUMAN RIGHTS CODE:** It is a contravention of the Human Rights Code of Ontario to discriminate on the basis of: race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, marital status, family status, disability, age, record of offences, gender identity or gender expression. Therefore, a resume submitted must not include references to any of the above characteristics.

Do not include:

- Photos
- Any certificates that have photo identification
- Driver's licences
- Police records checks

Note: The above documentation will be requested by the Thunder Bay Museum should you be the successful applicant. Please do not submit your Criminal Record Check with your application.

**ACCOMMODATION:** Reasonable accommodations are available upon request for all parts of the recruitment process.

**APPLICATIONS:**

Resume with covering letter emailed or mailed to:

Mr. Scott Bradley, Executive Director

Thunder Bay Museum

425 Donald St. E.

Thunder Bay, ON P7E 5V1

[director@thunderbaymuseum.com](mailto:director@thunderbaymuseum.com)

**DEADLINE:** 30 April 2025

The Thunder Bay Museum is an equal opportunity employer and encourages applications from Indigenous peoples, persons with disabilities, members of visible minority groups, and women. All qualified candidates are encouraged to apply; however, Canadian citizens and permanent residents will be given priority. This is in accordance with Canadian immigration requirements.

We appreciate your interest; however, only those selected for an interview will be notified.

**About the Thunder Bay Museum:** The Society was founded in 1908 as a historical society and a museum was added in 1942 and expanded several times since. Though much of its funding comes from the City of Thunder Bay, the Society is an independent, not-for-profit organization that now operates a museum, archives, and historical society in a designated heritage building that it has restored and retrofitted, and which is leased from the municipality. The Society has an annual operating budget of approximately \$800,000 and employs eight permanent staff, multiple contract staff, and dozens of volunteers. It also has a capital budget that varies depending on its needs. Staff include an executive director, curator/archivist, chief operations officer, exhibit curator, education and outreach officer, front desk receptionist/gift shop manager, and a bookkeeper.