



# Community Recreational Initiatives Society

(250) 979-3941 | admin@adaptiveadventures.ca | AdaptiveAdventures.ca

835 Bay Avenue, Kelowna, BC, V1Y 7K2

## BREAKING DOWN BARRIERS TO OUTDOOR RECREATION & SPORT FOR PEOPLE OF ALL ABILITIES

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*Community Recreational Initiatives Society (CRIS) is a non-profit organization that provides inclusive, accessible, and adaptive outdoor recreation programs for people of all ages living with physical, cognitive, sensory, and other disabilities.*

### **Job Description – CRIS Marketing and Event Coordinator (summer staff contract)**

The Marketing and Events Coordinator will be responsible for assisting in planning and promoting special events and fundraisers along with working to elevate the profile of CRIS within the community through various marketing strategies. This position requires strong organizational skills, knowledge around digital marketing and social media best practices, ability to follow and implement a marketing and brand strategy, and experience in event planning and/or community partnerships. The ideal candidate will be a team player who is eager to work collaboratively, yet take initiative and ownership on tasks and projects assigned to them. CRIS is seeking someone who loves the outdoors, is a creative storyteller, and is passionate about promoting inclusion and accessibility - especially in outdoor recreation.

### **RESPONSIBILITIES**

- Create and share digital marketing content for CRIS programs and events following CRIS' existing marketing and brand guidelines
- Assist in organizing and facilitating special awareness and fundraising for CRIS
- Engage with community and support development of community partnerships and sponsorships
- Promote accessibility, inclusion, equity, and belonging within our community
- Assist with digital media collection and marketing for CRIS programs and events
- Engage with and develop community partners and sponsors
- Assist with fundraising, donor acquisition, and recognition
- Monitor analytics and provide reports to management demonstrating campaign performance
- Act as support staff on Adaptive Adventures activities on occasion throughout the summer after thorough training on adaptive equipment
- Any other duties or tasks as may be assigned

### **REQUIRED SKILLS & QUALIFICATIONS**

- Work well individually, as well as, in a team environment
- Ability to take initiative, problem solve, and complete tasks without direct supervision according to guidelines and timelines
- Excellent verbal and written communication skills
- Available for weekday, evening, and weekend shifts
- Clean criminal record check

### **DESIRED SKILLS & QUALIFICATIONS**

- Creativity, an eye for detail, and a strong visual aesthetic
- Experience using social media platforms and photo editing/design software including Facebook, Instagram, MailChimp, Canva, etc.
- Photography or videography skills



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**WAGE:** \$21/hour

**POSITION:** Short term contract (Canada Summer Jobs), Full time (35 hours per week)

**START DATE:** May 12, 2025

**END DATE:** Aug 31, 2025

**ELIGIBILITY:**

- Be between 15 and 30 years of age at the start of the employment; (Criteria of the Federal Government Youth Employment funding stream)
- Be Canadian citizens, permanent residents or persons to whom refugee protection has been conferred under the Immigration and Refugee Protection Act; and
- Be legally entitled to work in Canada under relevant provincial/territorial legislation and regulations

**EOE – Equal Opportunity Employer:** Senior Management has the ability to alter components of this job description to accommodate the successful candidate insofar as accessibility and/or inclusion and equity.

**APPLICATIONS:**

[Submit application here](#) and please include the following as attachments:

- Complete resume with **three references**
- A **cover letter** explaining: (if applicable)
  - Relevant outdoor work experience, skills, and qualifications
  - Previous experience working with persons with disabilities
  - Customer service skills and experience

**Application deadline: April 18th, 2025**

We thank all applicants for their interest and will only respond to complete applications. Responses regarding the status of your application will be given within two weeks of submission.