



## Job Position: Marketing Officer

Full-time

May – September, 2026

The Grande Prairie Regional Tourism Association is looking for an enthusiastic and creative summer student to join our team as a Marketing Officer. This entry-level role is perfect for someone eager to build hands-on experience in marketing, tourism, and digital storytelling while contributing to the promotion of our vibrant region.

### About the Role

Working closely with the Marketing Manager, the Marketing Officer will support a wide range of marketing activities—from organizing our digital assets to helping shape the content shared across our social media channels. This position is ideal for a motivated self-starter with an eye for detail and a passion for sharing what makes our region unforgettable.

### Key Responsibilities

1. Content Creation & Social Media
  - Assist in developing engaging social media content for Facebook, Instagram, TikTok, LinkedIn, and other platforms.
  - Capture photos and short videos at events, attractions, and throughout the region.
  - Help schedule posts and monitor engagement across channels.
  - Support community management by responding to comments and messages as directed.
2. Marketing Asset Inventory & Organization
  - Help maintain and organize the digital asset library, including photos, videos, graphics, and brand materials.
  - Tag, categorize, and update files to ensure easy access and proper use.
  - Assist with filing, copying, sorting materials, and keeping marketing archives current.
3. Campaign & Project Support
  - Assist with tourism marketing campaigns, contests, newsletters, and website updates.
  - Help prepare promotional materials and support on-site marketing activations.
  - Participate in brainstorming sessions to generate creative ideas and fresh perspectives.
4. Administrative Support
  - Support the Marketing Manager with research, reporting, and data collection.
  - Track social media metrics and compile basic analytics summaries.
  - Assist with general office duties and team tasks as needed.



## Qualifications

- Currently enrolled in high school, college, or university (or a recent graduate eligible for summer student employment).
- Interest in marketing, communications, tourism, digital media, or related fields.
- Strong written and verbal communication skills.
- Basic understanding of social media platforms and trends.
- Comfortable using smartphones for photography and videography.
- Organized, dependable, and eager to learn.
- Ability to work independently and collaboratively in a fast-paced environment.
- Valid driver's licence is an asset.

## How to Apply

Qualified candidates are asked to submit CV and resume to Jasmin Greavett, Executive Director by email at [director@gptourism.ca](mailto:director@gptourism.ca)