

# Marketing and Sales Assistant



Duration: 52 weeks

Starting: August 2022-August 2023

Client Name: Cape Breton Centre for Craft & Design

Wage: \$15 per hour

**\*Applicant must be eligible through the START program. Please see eligibility requirements below.**

## *Position Description*

This position would assist the Centre in significantly increasing awareness of handmade products to visitors. The Marketing and Sales Assistant will work in a hands-on environment in the Gallery Shop as well as independently, creating and scheduling social media content. The role would include the following duties:

- Work with Marketing Manager to create social media content for primarily, Facebook and Instagram, to encourage visitation to Gallery Shop and increase revenue;
- Develop new photography for online shop and social media;
- Work with the Craft Retail Supervisor to maintain the online shop and help facilitate sales
  - in the Gallery Shop;
- Work with Craft Retail Supervisor and Marketing Manager on promotion and distribution
  - of craft kits and subscriptions;
- Assist with marketing and promotions for exhibitions;
- Research and assist in implementing new promotional events to drive locals and visitors
  - to Centre;
- Support Centre staff in development of events and activities;
- Engage the community and visitors to the island in the Centre's Gallery Shop and
  - Customs House;
- Enhance visitors' experience and understanding of the craft sector of Cape Breton
  - Island;
- Other duties as assigned.

## **Eligibility for the START Program**

To apply for the START program as an individual, you must be:

- Unemployed;
- A resident of Nova Scotia;
- A Canadian citizen or permanent resident, or an international graduate who meets eligibility requirements.

For assistance with your START application, visit:  
[novascotiaworks.ca/nsdc/contact-us](https://novascotiaworks.ca/nsdc/contact-us)

**To apply for this position, please submit your resume and cover letter to:**

Cassie MacDonald at [cassie@capebretoncraft.com](mailto:cassie@capebretoncraft.com) by Friday, July 22, 2022.