



Elgin County Railway Museum - Summer Student Employment

Special Event - Retail and Marketing Assistant

\$12.40/hr

35 hours/week

Level: Post-Secondary Student

The Retail and Marketing Assistant will work as a part of a team to help with the planning and implementation of Elgin County Railway Museum's 2017 marketing plan for special events including a Day Out With Thomas the Tank Engine. The student hired in this role will use their communications skills to coordinate sales to local business for advertising space in the souvenir program for the event. The Retail and Marketing Assistant will also help promote the Museum to its audiences using a variety of traditional, digital and social media marketing methods. This student will conduct market research, create and implement visitor surveys and analysis for each of our events, and share their findings in a final report.

In preparation for, and during our largest fundraising event; A Day Out With Thomas, they will act as the Assistant Supervisor for Retail Operations. In this role they will utilize math skills in inventory control, work with Excel spreadsheets, and demonstrate their merchandising, cash handling and customer service abilities. They will be responsible for pricing, re-stocking, supervising volunteers, and ensuring seamless operation of the retail area, with the support of the Retail Supervisor.

Candidates will also be cross-trained to provide back-up support to Museum visitor services such as providing guided tours, admissions and gift shop operation.

Applications, with a cover letter are due by 5pm, Friday, April 28, 2017, and can be delivered to:

Attn: Museum Coordinator
Elgin County Railway Museum
225 Wellington Street, St. Thomas, ON N5R 2S6.

Applications can also be submitted by the deadline via email to summerjobs@ecrm5700.org with the job title in the subject line.

Fulfillment of this position subject to approved grant funding.