



**Youth
en
Route**

Championing active travel to school and beyond

Website and Communications Assistant

April 21, 2023

Calgary-based Charity Youth en Route champions active travel to school and beyond. Focussed on high school students, our work breaks down the barriers youth face when considering active modes of travel. At some schools, it's the lack of secure bike storage or a lock. At others, it's a lack of skills and knowledge. Our programs meet the needs of students and schools.

We are looking for a communications, journalism or PR student work with our Youth en Route team for 16 week starting in May to support our online & visual story-telling and our website.

Your Responsibilities:

- Create blogs, social media posts and videos to tell the stories of our organization.
- Update and maintain www.youthenroute.ca web site optimizing site health, QC analysis and accessibility
- Take photos and videos
- Create graphic designs, info graphics and use other visual story-telling techniques
- Use YER web-based resources to create projects using your own devices. (Canva, google drive)
- Create electronic database of photos and resources
- Create reports to evaluate website and social media engagement and success
- Meet assigned deadlines
- Support creation of web site, social media and communications strategies, in conjunction with the YER Board's communications committee.

Your Qualifications:

- The candidate will be highly motivated, willing to work in both an individual and team-oriented environment
- Strong oral, written and visual communication skills
- Excellent web site production skills with WordPress, including functionality and optimization
- Excellent social media and engagement skills
- Willingness to learn, edit, listen, rewrite and try new things is key
- Experience and/or passion for urban cycling and active travel modes is an asset.



Phone.

— 403-472-7715



Email.

— info@youthenroute.ca



Web.

— www.youthenroute.ca



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Education and Experience:

- Enrolled in, or recently graduated from, a certified post-secondary communications, journalism, web development or public relations program.

Employee Status : Temporary summer employment supported by the Canada Summer Jobs Grant

Remuneration and requirements

- Pay of \$17 per hour, based on 35 hours per week and 16 weeks of employment.
- Ability to get around the city to support events at various high schools
- Ability to start in the second week of May.

Apply with short cover email, resume and one sample of writing skills, and one sample of online design skills or website production to Info@youthenroute.ca

For more information connect with Laura Shutiak at info@youthenroute.ca or 403-472-7715
Deadline for applications is Monday May 1 at 11:59 p.m.