

STUDENT EMPLOYMENT OPPORTUNITY

Parks Canada is looking for youth for jobs this year! The Youth Employment and Skills Strategy is a Federal Government jobs initiative targeted at young Canadians aged 15 to 30. It supports the creation of job opportunities, with a particular focus on young people facing barriers. The purpose is to increase employment for youth, enabling them to gain work experience, to develop skills, and to extend their networks. Parks Canada is really excited to participate in this initiative, and youth can make a difference in our national parks, national historic sites and our sites across Canada! Parks Canada is committed to being a diverse and inclusive workplace by embracing this initiative, and encourages applications by youth facing barriers to employment, in particular Indigenous, visible minorities, and persons with disabilities.

Position Information	
Position Title	<div>Outreach Superstar</div> <div>Promotions Guru</div> <div>Photographer/Videographer Extraordinaire</div>
Locations	Fortress of Louisbourg National Historic Site (Nova Scotia)
Type of Employment	Temporary
Duration	May 2021 to September 2021
Rate of Pay	\$15.00 to \$24.77 per hour (The rates of pay are determined at the initial appointment stage and current academic level of the student)
Work Profile	<div>Outreach Superstar</div> <div>The Outreach Superstar will be key to researching, developing and delivering our captivating educational and outreach programs. As our Outreach Superstar, you will connect with audiences at virtual events and celebrations for Parks Canada administered places on Cape Breton Island.</div> <div>Promotions Guru</div> <div>The Promotions Guru will use their skills to help in the development and implementation of tourism and promotional activities. This role will enhance the awareness of visitor experiences and engage all visitors in the learning, enjoyment and connection to Parks Canada places on Cape Breton Island.</div> <div>Photographer/Videographer Extraordinaire</div> <div>The Photographer/Videographer Extraordinaire will be a creative storyteller that has great attention to detail, which will be used to create a series of captivating digital images. You'll have the amazing opportunity to capture photography and video of Parks Canada places, staff, visitors and experiences.</div>

Staffing Process	
Who can apply	<div>To be eligible to the YESS, you must be:</div> <div><ul style="list-style-type: none">Between 15 and 30 years oldCanadian citizen, permanent resident or legally entitled to work in CanadaIn addition, preference may be given to candidates who self-identify as, Indigenous, visible minorities or persons with disabilities, as well as youth facing barriers to employment. As such, we encourage you to</div>

	<p>self-identify in your application.</p> <p>Are you 30 or younger? Do you face barriers to employment as a person with a disability, due to your academic or social-economic status, race, gender identity, or for other reasons? Are you out of school? If you answered yes to any of these questions, and are legally entitled to work in Canada, then Parks Canada would like to talk to you! We have temporary opportunities to allow you to build your work experience and we would be happy to contribute to your employment journey! If you are interested in this job opportunity or know of someone that would be, please apply or spread the word. We want to count you among us!</p>
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General Information	
Selection Process Number	2021-CAP-CBFU-STD-0054
Closing Date	Applications must be received on or before April 29, 2021 (11:59 PM Pacific Time)
Submit your application to:	<p>Coady Slaunwhite, Public Relations and Communications Officer</p> <ul style="list-style-type: none"> By e-mail at pc.dotationugicb-cbifustaffing.pc@canada.ca OR By fax to 902-733-2362 OR On-line at GC Jobs: Ref. no. CAP21J-019327-000061
Your application should clearly demonstrate that you meet all the requirements for the position and must include:	<ul style="list-style-type: none"> your résumé cover letter (1000 words maximum) contact information for 2 references.

Statement of Qualifications	
In order to be considered, your application must clearly explain how you meet the following qualifications (essential qualifications)	
Essential Experience	<p>Outreach Superstar Experience working or volunteering at public/special events Experience public speaking</p> <p>Promotions Guru Experience in marketing and promotions Experience writing to reach target markets</p> <p>Photographer/Videographer Extraordinaire Experience in photography and/or videography Experience editing photos and videos</p>
The following will be applied / assessed at a later date (essential for the job)	
Language Requirement	English essential
Essential Knowledge	<p>Promotions Guru Knowledge of social media, digital marketing trends and campaign development</p>
Essential Abilities	<p>Outreach Superstar Ability to communicate effectively and influence others to expand public reach, awareness and appreciation of Parks Canada sites</p>

	<p>Promotions Guru Ability to communicate effectively to influence others to increase awareness and appreciation of Parks Canada sites</p> <p>Photographer/Videographer Extraordinaire Ability to assist with coordination of photo shoots and/or video based on needs for print and online marketing Ability to assist with photo cataloguing, selection, editing and preparation for social media and website</p>
Personal Suitability	<p>Makes things happen;</p> <p>Personally connects with people;</p> <p>Communicates effectively.</p>
The following maybe applied / assessed at a later date (may be needed for the job)	
Additional Ability	Ability to speak French or Mi'kmaq would be an asset
Conditions of employment	Reliability Status security clearance
Operational Requirements	<p>Willingness to work outdoors, sometimes in adverse weather conditions;</p> <p>Willingness to set-up, take-down and move equipment of varying weight;</p> <p>Willing and able to work: irregular hours, overtime, weekends and/or on statutory holidays, when required;</p> <p>Willing to travel which may include events on Parks Canada sites.</p>

Selection Process Notes

We are committed to providing an inclusive and barrier-free work environment, starting with the hiring process. If you need to be accommodated during any phase of the evaluation process, please use the Contact information below to request specialized accommodation. All information received in relation to accommodation will be kept confidential.

Parks Canada is committed to the principles of diversity and employment equity under the Employment Equity Act, and strives to ensure that our workforce reflects the diverse nature of Canadian society. We encourage women, Aboriginal peoples, persons with disabilities and members of a visible minority group to self-identify in their cover letter.

For tips to navigate the application process step by step, refer to the following site:
<https://www.youtube.com/watch?v=OGW7P3g9hhI>.

The Parks Canada Agency is established as a separate employer in the Federal Public Service under the Financial Administration Act. Persons appointed to the Agency continue to be part of the Public Service. The Parks Canada Agency operates under its own human resources framework outside of the Public Service Employment Act and in line with values of fairness, competence and respect, and its operating principles.

In accordance with paragraph 8(2)(a) of the Privacy Act, information or material, whether provided directly by the candidate or otherwise obtained by the selection board, used during the selection process for the purpose of assessing a candidate may be used as part of the selection review and recourse processes. Such relevant information may be provided to third parties, such as other candidates or their representatives, who have a legitimate reason to be aware of that information.



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Persons who are in receipt of a Canadian Government Public Service pension and are considering this employment opportunity with the Parks Canada Agency, should contact the PWGSC Public Service Pension Centre (1-800-561-7930) in order to determine the impact of an appointment on their pension benefit entitlements.

Please submit your completed application, including all of the above-mentioned documentation. Failure to do so may result in your application being rejected.

Communication for this process will be sent via email. Applicants **MUST** check their e-mail accounts frequently as there may be a deadline for responses. It is the responsibility of the candidate to ensure accurate contact information is provided and updated as required. Candidates who apply to this selection process should include an email address that accepts email from unknown users (some email systems block these types of email). Please note that we will have to consider that you are no longer interested in participating in the selection process and that you have withdrawn your candidacy should you not provide us with an up-to-date email address or respond to our communications. If you need to communicate with us during any stage of this process, please indicate the selection process number in the subject field of your email.

Persons are entitled to participate in the appointment process in the official language of their choice.

All communication relating to this process, including email correspondence, may be used in the assessment of qualifications.

Travel cost for individuals who are not Federal Public Servants will not be covered.

We thank all those who apply. Only those selected for further consideration will be contacted.



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