



**TOWN OF INUVIK**  
*Northwest Territories*

## **Job Description**

# **Communications & Events Assistant**



## **IDENTIFICATION**

<b>Job Title:</b>	Communications & Events Assistant
<b>Reports to:</b>	Director of Economic Development & Tourism
<b>Job Status:</b>	Full-Time

## **OVERVIEW**

The Communications & Events Assistant provides essential support to the Department of Economic Development & Tourism by assisting with communications, promotions, and event coordination. This role works closely with the Special Projects & Events Coordinator and other team members to ensure consistent messaging, professional event delivery, and effective community engagement.

The Assistant helps maintain digital and print communications, supports logistics for community events, and contributes to the positive promotion of the Town of Inuvik as a welcoming destination.

## **RESPONSIBILITIES**

### **Communications Support**

- Assist in creating and updating content for social media, websites, and newsletters.
- Draft basic press releases, posters, and community notices under supervision.
- Take photos/videos at community events and maintain the digital image library.
- Help monitor engagement metrics (social media, website, campaigns) and prepare summary reports.
- Ensure brand consistency across all communications materials.

### **Event & Project Support**

- Provide administrative and logistical support for community events, conferences, and tradeshow.
- Assist with registration, volunteer coordination, and participant communications.
- Help prepare event signage, schedules, promotional packages, and collateral.
- Support set-up, on-site coordination, and take-down for community events.
- Track and organize event supplies, merchandise, and promotional materials.

### **Tourism & Visitor Services**

- Respond to basic tourism inquiries via phone, email, and in person, directing complex requests to the appropriate staff.
- Assist in distributing tourism collateral and promotional merchandise.
- Support retail sales administration for Town of Inuvik branded merchandise.

### **Administrative Support**

- Maintain organized records of communications activities, event planning files, and contact lists.
- Assist with data entry, reporting, and tracking of communications and event-related activities.
- Provide clerical support to departmental staff as required.
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Performing other related duties as required by the Director of Tourism & Economic Development.

### **KNOWLEDGE, SKILLS, AND ABILITIES**

The incumbent for this position should possess proficient knowledge in the following areas:

- Basic knowledge of marketing, communications, or event coordination principles.
- Strong written and verbal communication skills.
- Ability to use social media platforms (Facebook, Instagram, X, YouTube, TikTok).
- Competence with MS Office (Word, Excel, Outlook, PowerPoint).
- Experience with graphic design software (Canva, Adobe Creative Suite) considered an asset.
- Strong organizational and time management skills.
- Ability to work cooperatively with staff, volunteers, and community partners.
- Flexibility to work evenings, weekends, and holidays for events.

### **WORKING CONDITIONS**

- Primarily office-based with regular participation in community and outdoor events.
- May involve lifting supplies and setting up event equipment.
- Occasional exposure to extreme weather during outdoor programming.
- Evening and weekend work may require to support event schedules.

I certify that I have read and understand the responsibilities assigned to this position.

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Employee's Printed Name

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Employee's Signature

The above statements are intended to describe the general nature and level of work being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities and activities required for the position.