



CIDER CANADA  
CIDRE CANADA

321 Gardner Street, Vanier,  
ON, K1L 8K6  
(613) 447-2279

**Overview:**

Cider Canada / Cidre Canada is a brand new (April 2021) Association for Cider Producers in Canada. The association will bring together cider makers and their provincial associations to develop a stronger community of producers, as well as a vibrant cider industry in Canada.

We are seeking Canada Summer Jobs Youth to work with the associations specifically related to recruitment and outreach of new members, potential business partners, promoting cider to the public and government awareness.

**Key Responsibilities**

- Overseeing the daily logistics of social media management of our multiple social media platforms (Facebook, Instagram, LinkedIn)
- Connecting to other organizations around awareness, marketing and outreach opportunities.
- Determines the style of promotional announcements based on marketing and branding objectives.
- Developing press releases, national news stories around sector involvement and public service announcements as required.
- Raising awareness of Cider Canada operations, engaging current & new audiences through the strategic use of social media.
- Recommends recourse necessary for each project and when approved, exercises full budgetary authority and accountability.
- Create an on-going system which is documented and easily managed over time.
- Developing policy and support documentation around marketing and outreach.
- Organizing special events and special programming, as required.
- Liaising with member and non-member around marketing and outreach.
- Special project based work from time to time.
- Delivers the required promotional material on time and within the resources allocated.

**Qualifications:**

- Education in Marketing or Communications preferred (Business, Public Relations etc. accepted)
- Skills in community outreach, public education, communications and/or member services
- A working understanding of the drink industry is an asset.
- Experience with anti-oppression work is an asset.
- Proven track record of achieving and exceeding goals.
- Highly organized and able to multi-task in an extremely fast paced environment.
- Bilingualism in written and spoken French and English is ideal, though English required.

**Partnership:**

This position is in part of Canada Summer Jobs, 2024:

- be between 15 and 30 years of age at the start of the employment\*
- be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment\*\*; and,
- have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations

\*The youth must be 15 years of age at the beginning of the employment period. The youth may be more than 30 years of age at the end of the employment period as long as the youth was 30 at the beginning of the employment period.

\*\*International students are not eligible participants. International students include anyone who is temporarily in Canada for studies and who is not a Canadian citizen, permanent resident, or person who has been granted refugee status in Canada. Youth awaiting a refugee status ruling, as well as those who hold a temporary visitor visa, youth visa or work visa are ineligible. As the objective of the Canada Summer Jobs program is to support youth entering the Canadian labour market, the temporary nature of an international student's time in Canada does not allow for a long-term connection to the labour market.

**Wage:** \$20.00/hour for 280 total hours. Hours/wage are negotiable, and could be full-time, part-time or a combination based on your working environment.

**Start Date:** June 1, 2022 (Negotiable)

**Working Conditions:** The position will be mostly working remotely, with social distancing expected to remain in place for Vanier.

**How To Apply:**

Cider Canada / Cidre Canada, in accordance with its Statement of Principles, encourages applications from under-represented communities, including women, Native peoples, people of colour, lesbians and gays, people with physical and mental disabilities, people living with HIV/AIDS, and people whose age, education, or economic status may be a barrier to employment. Cider Canada / Cidre Canada does not discriminate on the basis of race, sexual orientation, religion, age, ability, or class.

Please submit a cover letter and resume by to [info@cidercanada.ca](mailto:info@cidercanada.ca) with the application title “Canada Summer Job”

Everyone is thanked for applying; however, only those selected for an interview will be contacted

Barry Rooke - Executive Director Cider Canada / Cidre Canada