



Summer Employment

Community Outreach Ambassador

About SOMA

We are a team of value-based PR veterans who build winning PR campaigns, programs and events that are based on integrity, truth, and purpose, and we are driven by achieving results. We craft and share our clients' stories and use our business platform to create and influence positive change and strengthen communities, locally, nationally, and globally.

We want it all—the best experience for our employees and our clients! Our employees are on a mission to support companies across a variety of industries in their pursuit for sustainability, health & wellness, and doing “business for good”. We are driven to create meaningful relationships and lasting value for our clients, and to help maximize their impact and profit. We serve, communicate, and inspire above all else. If this sounds like a vision you want to be a part of then this might be the place for you.

Job Description - Community Outreach Ambassador:

Two clients of SOMA are looking for community outreach ambassadors to represent them, full-time from June – August 31, 2023, at various community events across British Columbia.

If you are interested in a summer job where you can travel around the province, engage with British Columbians, and educate them on two BC recycling programs, then this could be the perfect job for you!

Responsibilities:

Set-up display booths at 28+ confirmed community events across the province, and visit select program return locations to distribute marketing materials, and meet with customers, key stakeholders, media, and government representatives.

Build awareness of the stewardships.

- Inform target market where program materials can be returned.

- Highlight web locations to source information to return program materials.
- Highlight websites to obtain more information on both organizations.
- Educate individuals on the importance of recycling the stewardships' program materials.
- Communicate that returning program materials is free, convenient, and easy.
- Dispel misinformation regarding where product materials are returned.
- Capture info about this target demographic through surveys.
- Engage individuals in on-site activity/displays that reinforces stewardships' messaging.
- Participate in media interviews on behalf of stewardships (Media training provided).

Qualifications:

- Working on obtaining or have graduated with a university degree or diploma in business, marketing communications, or equivalent.
- Outstanding communication skills, engaging, friendly and positive.
- Proven ability to work collaboratively within a team and individually.
- Resourceful, self-motivated, reliable, organized, multi-tasker, positive attitude, known for exceeding expectations.
- Professional, detail-oriented, driven and a problem solver.
- Must hold a valid BC Class 5/7N Driver's License.

Training, vehicle, tablet, accommodations, and food allowance will be provided.

Rate of pay: \$19.00 per hour

Please submit a cover letter and resume to info@somaworks.com by March 28, 2023.