



World Professional Chuckwagon Association
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Indigenous Peoples – Metis Youth Summer Placement Program in partnership with Rupertsland Institute.

Position: Social Media Assistant- Videographer-

Responsibilities for this position will include:

Social Media Assistant

- Assess the current level of social media engagement of all drivers, outriders and the WPCA.
- Create a list of all WPCA related accounts and comment on their engagement and effectiveness.
- Assess whether our drivers, outriders and immediate family members are followers and friends on the WPCA accounts and each others accounts to determine our level on internal support.
- Identify drivers and outriders who could/should be using Facebook more effectively. In conjunction with the President, Director of Marketing and Director of Partnerships develop a plan to assist these drivers and outriders in establishing an effective Facebook presence. For interested drivers and outriders help them create an account.
- In conjunction with the Director of Marketing, develop a social media workshop for interested members.
- Do a mid season and end of season assessment of progress of all accounts in getting them to engage on social media more often and more effectively.
- Other duties as assigned by the Director of Marketing or the President.

Videographer

We want to create an extensive video library for use during the season and off season in order to keep our level of engagement with fans and sponsors high all year. Our Director of Marketing and our 2 radio announcers will create templates of interview questions we would like responses to, but we expect the person in this role to be able to enhance their interviews with their own questions. Our Director of Marketing, Historian and Equine Award Coordinator will create templates of interview questions for an extensive series on the equine athletes of the sport.

- Create a video library of 3-5-minute videos of WPCA personnel as identified by the Director of Marketing and the President.
- Create a video library of behind the scenes things fans would be interested in as assigned by the Director of Marketing and the President.
- Create a video library of the horses used on tour.
- Work with the Director of Marketing to produce WPCA Live streaming of the races at various tour locations.
- Other duties as assigned by the Director of Marketing or the President.

Qualifications:

- Currently enrolled at and returning to a Post Secondary Institution.
- Strong social media skills.
- Strong skills with a camera, video camera and related software.
- Proficiency with Word, Excel and possibly Power Point.
- Strong communication skills both written and verbal.
- Ability to multi- task and prioritize duties.

- Applicants must be Metis.
- Applicants are required to register with our partner Rupertsland Institute.

Compensation

- \$17/ hour- 5 day/40-hour week for 16 weeks. Vacation pay is 4%. Deductions made for EI, CPP and income Tax
- Starting Date- May 6, 2019 End Date – August 25, 2019
- Candidate must be available until August 25th in order to be able to complete final report. Laptop computer required.
- There will be travel involved dependent on where the applicant lives and weekend days required. Tour stops include Grande Prairie (May 29-June 2), Saskatoon (June 6-9), Medicine Hat (June 13-16), High River (June 20-23), Ponoka (June 26- July 1), Calgary (July 5-14), Strathmore (August 2-5), Dawson Creek (August 7- 11), Rocky Mountain House (August 15-18), Century Downs (Balzac) (August 21-25).
- Travel and accommodation details will be discussed at the interviews.