



CENTRAL NOVA SCOTIA SPORTS & ENTERTAINMENT

NOVA SCOTIA STAMPEDE MARKETING AMBASSADOR REPORTS TO SALES & MARKETING MANAGER | DEPARTMENT - MARKETING FULL TIME; TERM POSITION | SUMMER STUDENT | \$18/HR

Central Nova Scotia Sport & Entertainment (CNSSE) is an industry leading independent non-profit organization that operates the municipally owned Rath Eastlink Community Centre (RECC) and provides event attraction and hospitality services for the provincially owned Nova Scotia Provincial Exhibition Complex; including the regions new signature event – the Nova Scotia Stampede.

Governed by a community minded Board of Directors the organizations venues, programming and projects create a vibrant hub for recreational, cultural and community activities within the region of Truro & Colchester. With state-of-the-art facilities and a commitment to promoting wellness, community engagement, live entertainment and agriculture – the organization serves as a focal point for residents of all ages to come together, learn, play and thrive.

POSITION SUMMARY

The ideal candidate is a motivated, positive, and energetic individual with exceptional communication and organizational skills. As a Nova Scotia Stampede Marketing Ambassador, you will play a key role in the 2025 Nova Scotia Stampede marketing campaign, promoting the event locally as well as at various locations throughout the summer. This position is part of the Province of Nova Scotia's Student Summer Skills Incentive Program (SKILL) and is open to students currently enrolled in a post-secondary program in marketing, communications, or a related field. It's perfect for someone who thrives in fast-paced environments, is passionate about community engagement, and has a strong understanding of social media trends.

As a promoter of the Nova Scotia Stampede, you will engage with local communities to raise awareness and build excitement for the event. Your role will include engaging local businesses for their support before and during the Stampede, encouraging them to participate through promotions and partnerships. You will also work to stimulate ticket sales by promoting awareness through strategic initiatives and special offers.

Additionally, you will support summer programming at the Rath Eastlink Community Centre and the Nova Scotia Provincial Exhibition Complex, assisting with group activities, schedules and other events when no Stampede marketing is planned.

DUTIES AND RESPONSIBILITIES (Included, but not limited to)

MARKETING DUTIES

- Engage with event attendees to create awareness about the upcoming Nova Scotia Stampede.
- Distribute promotional materials, including flyers, brochures, and merchandise.
- Represent the Nova Scotia Stampede with enthusiasm, showcasing the spirit and values of the event.
- Capture and curate content (photos and videos) for the RECC, Central Nova Scotia Sport and Entertainment (CNSSE), and Stampede social media accounts.
- Obtain consent from participants for photos and videos taken during promotional activities
- Ensure content aligns with current social media trends and displays strong photography and videography instincts.
- Encourage social media interaction by promoting the Nova Scotia Stampede across various platforms.
- Be comfortable appearing on social media as part of promotional efforts.
- Stimulate ticket sales through direct, in-person engagement with potential attendees at events, festivals, and local businesses.
- Assist in executing and adjusting promotional strategies with the CNSSE marketing team.
- Engage local businesses to participate in the Stampede through storefront pageantry and themed restaurant specials and promotions.
- Complete reports, content logs, or statistics as requested by the Sales and Marketing Manager.

COMMUNITY & PROGRAM SUPPORT

- When no Stampede marketing is planned, support summer fitness and recreation programming at the RECC and Nova Scotia Provincial Exhibition Complex.
- Help coordinate and set up group activities, in collaboration with summer day camps and RECC member programming.
- Be familiar with general sports and recreation programming and bring energy and enthusiasm when engaging with RECC members, families and children.

GENERAL EXPECTATIONS

- Adhere to all RECC policies and procedures, both onsite and at off-site events.
- Operate motor vehicles in a safe and lawful manner.
- Maintain high situational awareness and professionalism during all events and promotional activities.
- Set up and take down promotional displays, including tents and signage (some lifting required).
- Be available to travel and stay overnight as per the evolving summer schedule.
- Work evenings, weekends, and holidays, as required by event scheduling.
- Maintain flexibility and support other RECC departments as needed.
- Reliable transportation is required.

EDUCATION / QUALIFICATIONS / SKILL REQUIREMENTS

- Must be currently enrolled in a Marketing, Recreation, Communications, or a related post-secondary program (requirement of the SKILL grant).
- Experience managing social media pages and creating digital content is an asset.
- Up-to-date with current social media trends and content styles.
- Excellent interpersonal and organizational skills.
- Valid driver's license with a clean abstract.
- Ability to lift and move promotional materials and equipment.
- High school diploma or equivalent.
- Comfortable interacting with diverse audiences and collaborating with various teams.
- Ability to consistently maintain high standards of integrity, professionalism, and confidentiality.

ADDITIONAL INFORMATION

- Start date is TBD (shortly after the end of the academic year)
- Availability to assist with the Nova Scotia Stampede (September 18–21) is strongly preferred, provided it does not conflict with the student's academic schedule.



Current Criminal Record and Child Abuse Registry Checks are mandatory conditions for CNSSE employment. They must be completed and submitted before any training will begin. Wage offered is based on previous experience and level of training and/or certifications.

COVER LETTER + RESUME SUBMISSION: DIRECT TO ► LAUREN - LFITZPATRICK@CNSSE.CA

We welcome cover letters and resumes from all qualified applicants. However, only those selected for an interview will be contacted. Central NS Sport & Entertainment is an equal opportunity employer committed to diversity and inclusion in the workplace. We encourage applications from qualified individuals of all backgrounds.