PROFESSIONAL SKI INSTRUCTORS OF CANADA EST 2023

Administrative & Marketing Assistant

Location: Remote (must be based in Canada)
Schedule: 20 hours per week, spread throughout the week, with some weekend availability required
Term: Seasonal (approx November-April)
Wage: $30 per hour

About the Role

We're seeking a proactive, detail-oriented **Admin & Marketing Assistant** to support seasonal operations and help amplify our brand presence during a key time of year. This hybrid role blends digital marketing coordination with essential administrative support. The ideal candidate is a skilled communicator with copywriting flair, highly organized, and has a strong understanding of the professional ski instructor community and industry.

Key Responsibilities

Marketing Support

- Assist in the planning and execution of email campaigns, including copywriting, designing and scheduling (experience with an email marketing system an asset)
- Coordinate website updates (basic CMS familiarity an asset)
- Support the development of the member benefits program, including partner communications
- Help maintain brand consistency across digital channels

Administrative & Member Support

- Monitor and respond to inquiries from the customer inbox with professionalism and care
- Assist with seasonal operational logistics (e.g., event registration, materials coordination)
- General administrative support as needed

Who You Are

- An excellent written communicator with strong copywriting and proofreading skills
- Highly organized, with the ability to manage multiple priorities and deadlines
- Self-motivated and proactive — a "go-getter" who takes initiative
- Familiar with or connected to the ski instructor industry (an asset, not a must)
- Comfortable working independently in a remote environment
- Available to work flexible hours across the week, including some weekend shifts

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Qualifications

- Experience in a marketing, communications, or administrative support role
- Proficiency with common digital tools (e.g., Google Workspace, Mailchimp, basic CMS platforms)
- Previous experience working in or around the ski industry or as a ski instructor is a plus
- French language skills are an asset

Why Join PSIC?

You'll be joining a forward-thinking, mission-driven organization dedicated to making skiing more accessible, meaningful, and impactful. This is your chance to contribute to something bigger than just a job — it's about helping shape the next generation of ski professionals and mountain lovers.

How to apply?

Please email your resume and a cover letter to info@psic.pro

Application close date is September 20, 2025