



Youth Ambassador

The Public Youth Engagement Strategy through Atlantic Published Texts (PYEACT)

Title:	Youth Ambassador
Status of employment:	Part time/Casual
Reports to:	PYEACT Project Manager
Location:	NB, PEI, NL & NS

About the Strategy

Through various forms of digital media engagement, the Public Youth Engagement Strategy through Atlantic Published Texts (known colloquially, and henceforth as *Digitally Lit*) is seeking to empower a diverse range of young people between the ages of 13 and 25 currently residing in Atlantic Canada to read books created by Atlantic Canadian Publishers.

Duties

Digitally Lit is currently seeking applications for the position of Youth Ambassador for PEI, New Brunswick, Nova Scotia and Newfoundland & Labrador to carry out the following duties:

- ★ Digitally networking a diverse Atlantic Canadian youth public in their respective region so as to discover new strategies for youth engagement with books produced by Atlantic Canadian Publishers.
- ★ Reading a minimum of one book published by an Atlantic Canadian publisher every two months and subsequently using the digital realm (filming vlogs, writing online blogs, discussing over social media; etc.) to present the book no less than twice over this timeframe, so as to familiarize other potential young readers.
- ★ Ensuring representation on a minimum of three social media channels (for i.e., Instagram, YouTube, Twitter, Pinterest, Tik Tok, Snapchat, Facebook; etc).
- ★ Using a minimum of one social media channel weekly to share a minimum of one mention that promotes awareness of the work of Digitally Lit
- ★ Demonstrating support for peer Youth Ambassadors and their online engagement efforts by also sharing and promoting their efforts online.
- ★ Maintaining open and responsive communication channels with other Youth Ambassadors as well as the project's management staff to ensure the project's growth and continuous improvement over time.
- ★ Responding to queries in a reasonably timely manner.
- ★ Within reason, attending all project-related Zoom meetings and free Ambassadorship training sessions.
- ★ Participating in and co-leading interprovincial youth focus groups.
- ★ Representing the strategy in local and national print, online, and television media as well as social media as a youth spokesperson in their respective region.
- ★ Guiding and supporting an open, inclusive and respectful learning environment.



Who Can Apply

- ★ Optimistic, resilient, motivated, creative young leaders between the ages of 13 and 25 currently residing in one or more of the Atlantic Canadian provinces over the past year*.
- ★ Avid readers—particularly those interested in books published in Atlantic Canada.
- ★ Those with demonstrable technical and/or social media savvy.
- ★ Those with demonstrable creative and/or critically thinking ability.
- ★ Those with the ability to read and write fluently in English. Ability to read and write in French and/or Mi'kmaq will be considered an asset.

Compensation: \$100 monthly honourarium.

Kindly Note: This is a month-to-month contract with the potential of continuation, subject to the Youth Ambassador's performance and time management abilities. Unless otherwise stated, compensation will exceed no more than \$100 monthly regardless of hours worked, with an anticipated minimum of 6 hours and a maximum of 9 hours monthly. Applicants under the age of 18 are required to provide a parent or guardian's signed *Digitally Lit* Youth Ambassador Letter of Consent. Applicants over the age of 18 may be required to provide a criminal record check.

***According to the most recent census report. The individual does not need to be a permanent resident of Canada: international students, provincial nominees and/or non-permanent residents may apply.**

A resume with a cover letter should be submitted directly to:

Robin Grant, Digitally Lit Project Manager
Email: info@digitallylit.ca

Our Policy

The Atlantic Canadian Publishers' Digital Youth Engagement Strategy is committed to fostering a pan-Atlantic youth culture grounded in learning, diversity and inclusiveness. As such, we encourage applications from Indigenous bands, persons with a disability, racially visible persons, women, persons of minority sexual orientations and gender identities, and all candidates who would contribute to the diversity of our community.

We thank all applicants for their interest, however, only those selected for an interview will be contacted.