



## Summer Media Content Creator

### BC Cherry Association (BCCA)

**Location:** Based in our Kelowna office but traveling throughout the Okanagan & Similkameen Valleys, BC

**Term:** Approximately 16 weeks (May–August, with the potential for an earlier start, based on availability, to capture April cherry blossoms)

**Hours:** 35 hours per week (flexible schedule)

**Wage:** \$21–\$24 per hour (based on experience)

### About the Role

The BC Cherry Association (BCCA) is seeking a creative, motivated, and organized **Summer Media Content Creator** to help capture the story of BC cherries during the growing and harvest season. This is a hands-on role that involves working directly with local cherry growers across the Okanagan and Similkameen Valleys to gather high-quality photos and video for use in promotional campaigns, social media, and digital communications.

This position is ideal for someone who enjoys storytelling, agriculture, and working independently in a dynamic outdoor environment.

### Key Responsibilities

Working directly with the BC Cherry administrative team and its marketing agency, the chosen candidate will:

- Capture engaging photos and video of cherry orchards, growers, and seasonal activities throughout the growing and harvest season
- Collaborate on photo and B-roll ideas that showcase the BC cherry industry in creative and compelling ways
- Coordinate directly with cherry growers, including contacting them to request access to orchards and confirm the timing of key activities
- Edit and optimize captured photos and videos for use across multiple platforms (photo and video editing skills are an asset)
- Interview growers on video to obtain footage that ‘puts a face’ on the farming community
- Create instructional videos for growers engaged in international export programs
- Work with the BCCA team to gather corporate updates and provide them to the communications team for social media scheduling.
- Post updates on the BC Cherry Association website (knowledge of WordPress is an asset)



- Organize and manage digital media assets for future use in promotional campaigns
- Travel throughout the Okanagan and Similkameen Valleys using a personal vehicle (mileage reimbursed at \$0.61/km)
- Other related duties as assigned

## Work Schedule

- Approximately sixteen (16) weeks between May and August
- 35 hours per week
- Flexible hours, with some early mornings and evenings required to capture optimal lighting and orchard activity

## Qualifications & Skills

- Experience with photography and videography (use of own equipment; iPhone and external mic is fine for most applications). Mic to be supplied if needed.
- Basic video and photo editing skills (e.g., Premiere Pro, Final Cut Pro, DaVinci Resolve, Adobe Photoshop Express, Canva, or similar) considered an asset
- Comfortable working independently and managing time effectively
- Strong communication skills and confidence contacting growers and industry stakeholders
- Enthusiastic and collaborative self-starter with a creative eye
- Valid driver's licence and access to a reliable vehicle
- Familiarity with social media platforms (Instagram, Facebook, etc.) and with WordPress for basic website content updates is an asset
- Interest in agriculture, food, or local food systems is a plus

## Compensation

- Hourly wage ranging from **\$21 to \$24 per hour**, depending on experience
- Mileage reimbursement at **\$0.61 per kilometre**

## How to Apply

Please send a resume outlining your relevant experience and/or training, and a cover letter telling us why you are the best person for this job to: [admin@bccherry.com](mailto:admin@bccherry.com). Feel free to include links to examples of your creative work.

The deadline for applications is midnight local time, Sunday March 8<sup>th</sup>. We will be conducting interviews over the following two weeks, based on candidate and staff availability.



We welcome applications from qualified candidates regardless of race, age, and gender identity.

## **About Us**

The BC Cherry Association (BCCA) is a non-profit agency that supports the Canadian cherry industry through promotion in domestic and international markets, funding of important cherry-related research, development of international market access initiatives, and coordination of programs for cherries being exported to multiple international destinations.