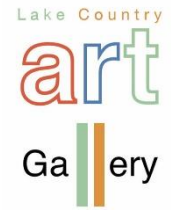


## Position 1. Events, promotions, and Media coordinator

Lake Country Art Gallery, Lake Country BC



We are seeking to fill a full time, seasonal position supported by funding from CSJ Youth Employment program. The role of Events, promotions, and Media coordinator creates an opportunity for the right candidate to gain practical experience, receive on-the-job training and mentoring, to develop connections, build networks and improve their chances of finding meaningful employment.

### Job Description

Working with the Executive Director and the Gallery Curator, through supervision and mentoring the seasonal employee will be encouraged to develop the skills necessary to enter the arts & culture sector with confidence to find the best opportunities for their future career development, whether that is with us or elsewhere.

While the ideal candidate might have achieved education to degree level, this is not a requisite. The position does require a post-secondary intern. You will already have some demonstrable design skills, be able to work using Adobe software and/ or Canva. You will have strong communications skills and an understanding of how to get our message out there to potential audiences. You will be a social media rock star! A keen interest in art history as well as contemporary art would be desirable, but you'll learn more as you work with us through the season.

### Responsibilities

- To plan and create engaging promotions and social media content, maximizing community reach, through the development of a social media strategy.
- Using Canva/ or Adobe suite (InDesign, Photoshop) to design, create and distribute marketing materials for each exhibition and event.
- Update website content. Create and distribute bi-weekly gallery newsletter, enter online events listings
- Work with the Executive Director and Gallery Curator on program creation that supports the exhibitions including, artist videos, gallery guides, educational materials.
- Communications with staff and volunteer teams; monitor and update schedules.
- Support staffing of the front desk, act as first point of contact for gallery visitors, answering questions and queries about exhibitions and general information on gallery programming and events.
- Provide in-person and online gallery tours to interested individuals or groups, with the ability to share relevant knowledge and understanding of current exhibitions.
- Contact and Membership database work will include updating information and generating reports to analyze trends and activities
- Keep accurate records of attendance and visitor feedback. Gather and present engagement numbers from digital content including social media and Youtube engagement, providing a monthly report to the board of directors.
- Respond to Gallery telephone calls and emails on a regular basis, in a timely manner

- Update and support communications for volunteers, creating instruction sheets where required for the switching on and shutting down of any digital media/ audio visual equipment and special lighting for exhibitions,
- Work with volunteers to ensure the maintenance and cleaning of the Gallery spaces to meet COVID-19 protocols, ensuring that visitors are aware of current protocols through up-to-date signage
- Depending on current PHO's You will be working with the Gallery & Art House assistants to plan and deliver the annual community summer evening picnic event

Youth (aged 18 to 30) from any one of the following related fields of study or work experience would benefit from this position: Visual Communications, Fine Arts, Visual Arts, Art History and Visual Culture, Creative and Critical Studies, Media and Popular Culture, Theatre, Film, Animation, Graphic Design, advertising, business studies. A non-graduate with events, marketing or commercial business experience and a strong interest in art & art history could also benefit from this experience.

This role will provide opportunities for the employee to develop skills and abilities in a wide range of competencies including:

- Client service
- Teamwork
- Communication
- Digital skills
- Leadership
- Project Management

## **Requirements**

The qualifications for this position include the following:

- Excellent verbal and written communication skills.
- Demonstrated design skills using Adobe suite and/ or Canva - you may be asked to bring a sample of your work
- Ability to work with a variety of on-line media platforms and programs
- Knowledge of and skills with social media and other basic marketing platforms.
- Strong organizational skills and ability to work to deadlines
- Outstanding planning and problem-solving skills.
- Experience working with a variety of community groups
- Evidence of strong leadership skills
- Friendly, enthusiastic and positive attitude.

## **Additional optional assets include:**

- the Ability to use technology such as laptops, tablets, phones, cameras when gathering photographs and videos as well as manipulating/editing them.

- Experience with the following software and platforms; Google Docs, Zoom, Weebly, Tockify, Mail Chimp, Microsoft Office, Canva, iMovie, Final Cut Pro.

**IMPORTANT Eligibility** for the position is also dependent upon the following

- You must be between 18 and 30 years of age at the start of the employment\*;
- You are a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment\*\*;
- and,
- You have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations

### **Position Details**

- The anticipated start date is mid- May, 2022
- The position will consist of 36 hours per week for 16 weeks at \$17.50 p/h
- Flexibility will be required regarding working hours schedule
- You may be required to work some weekends, evenings, and statutory holidays in lieu of alternate days off.
- Possible option to continue with p/t position upon completion of the summer contract, for the right candidate
- The job descriptions may vary somewhat if current Public Health Orders require it.

### **TO APPLY**

Send your APPLICATION cover letter & resume by EMAIL to [manager@lakecountryartgallery.ca](mailto:manager@lakecountryartgallery.ca)

Use Email Subject: 2022galleryjob

**Attach your Resume** using the following file name and format:

YOUR NAMEresume2022galleryjobt.doc            OR            YOUR NAMEresume2022galleryjob.pdf

**Attach your Cover Letter** using the following file name and format:

YOUR NAMEcoverletter2022galleryjob.doc            OR            YOUR NAMEcoverletter2022galleryjob.pdf

Please include two reference contacts in your cover letter

Deadline for application: April 24, 2022



Any inquiries about this position posting, please contact the Executive Director, [petrinamcneill@lakecountryartgallery.ca](mailto:petrinamcneill@lakecountryartgallery.ca)

The Art Gallery thanks all applicants for their interest; however, due to the volume of applications received, only those applicants under consideration will be contacted.