



Job Posting

Communications & Digital Engagement Assistant

Summer 2019 – Pending Canada Summer Jobs Funding

The Port Moody Arts Centre is seeking a creative, dynamic, and innovative Communications & Digital Engagement Assistant to support the development, implementation, and evaluation of communications, marketing, and digital engagement strategies for the Port Moody Arts Centre's (PoMo Arts) arts education and exhibition programs and initiatives. The Communications & Digital Engagement Assistant will engage in social conversations and play an integral role in the development and production of all visual, written, and digital communications materials over the course of the Summer, helping to ensure that the Arts Centre's key messages and public-facing image are consistently integrated across multiple channels of communication. They will also work on several project-based assignments, creating original digital and video content to promote PoMo Arts programs across social media channels, engage online audiences, and extend our reach within the communities we serve.

About the Arts Centre

Housed in the historic Old City Hall and Appleyard House buildings in the heart of Port Moody, the Port Moody Arts Centre is a cultural hub for arts and education. With a mission to promote participation in the arts, we offer a full range of visual, ceramic, theatre, music, and media arts programming for people of all ages and experience levels to explore their creativity and develop artistic skills. The Arts Centre is also home to a public art gallery, showcasing the work of emerging and established artists in a variety of mediums through a professionally curated exhibition program.

Responsibilities

Working closely and collaboratively with the Communications Coordinator, the Communications & Digital Engagement Assistant will:

- Assist in developing and implementing digital strategies for promoting the Port Moody Arts Centre as a public facility and cultural attraction, including communications, marketing, and social media campaigns for art exhibitions, events, arts education, and outreach programs
- Promote exhibitions and events via PoMo Arts website, online listings, and social media channels
- Aid in the creation and distribution of press releases and kits, addressing media requests, and disseminating program information, helping to develop and implement a public relations strategy
- Establish and maintain relationships with media partners and personnel, including pitching stories and features
- Act as a PoMo Arts advocate and champion for the arts and artists in our community
- Collect, document, and file press clippings, producing media reports as needed

- Create content, generate ideas, and support campaigns for e-newsletters and social media channels to connect with audiences, raise awareness around the arts in the community, and promote PoMo Arts programs
- Engage in social media conversations that surround PoMo Arts activities, monitoring and responding to comments and customer inquiries on social channels
- Create and produce videos for the PoMo Arts YouTube channel and other social media platforms, including Instagram and Facebook stories and live videos
- Maintain the PoMo Arts current website and assist in the design and development of a new website, including consulting the team on design needs, providing feedback on design and user experience, liaising with web developer, and performing Search Engine Optimization (SEO)
- Gather data and produce digital metrics reports
- Ensure best practices and brand identity standards are followed; maintain working knowledge of social media trends and emerging ideas/social platforms
- Liaise with other staff members and departments to ensure alignment and sharing of relevant information
- Aid in setting, monitoring, and meeting communications deadlines as well as managing social media calendar

Qualifications

- Post-secondary education or demonstrated experience in art history or visual culture, communications, digital media, marketing, or a related field
- Have a strong interest in arts, culture, and public engagement and/or digital and social media
- Strong knowledge of digital marketing and social media platforms, tools, and analytics
- Highly effective communication skills, especially written, with the ability to create fun, engaging, and impactful social copy
- Creative thinker with an aptitude for creating content, developing strategies, and generating new ways to engage online audiences
- Critical eye and strong attention to detail, with an eye for consistency across multiple projects
- Excellent editing and proofreading skills
- Self-starter with the ability to work both independently and collaboratively in a team environment
- Strong organization and time management skills with the proven ability to manage priorities and meet deadlines
- Proficiency with multiple social media platforms (Facebook, Instagram, Twitter, etc.)
- Proficiency in Microsoft Office Suite (Word, Excel, Outlook) and standard desktop applications; experience using Adobe Creative Suite, photo-editing software, and online platforms and tools such as Mailchimp, Canva, Google Analytics, and Content Management Systems (Joomla, Squarespace, Wordpress) strongly considered an asset
- Familiarity with search engine marketing and optimization an asset

- Second language skills in Mandarin, Cantonese, or Korean, especially related to social media platforms and audiences, are considered an asset
- This position requires the completion of a successful criminal background check prior to commencing employment

Eligibility for Canada Summer Jobs Program:

- Must be between 15 and 30 years of age at the start of the employment
- Be 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
- 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

Remuneration

\$14 / hour

This is a full-time (35 hours/week) 16-week summer youth employment opportunity scheduled to take place from May 6 – August 23, 2019. The position and its duration are conditional upon Canada Summer Jobs funding.

How to Apply

Please submit your application to info@pomoarts.ca no later than **Friday, March 15, 2019 at 5pm** according to the following guidelines:

- PDF format only with your COVER LETTER and RESUME *in the same document*
- Your cover letter should clearly indicate why you are interested in this position, what you hope to learn, and what impact it will have on your professional development
- Must use “CSJ Communications & Digital Engagement Assistant – Application” as the *subject of your email*

The Port Moody Arts Centre is an equal opportunity employer. We welcome applications from qualified individuals from diverse backgrounds, and do not discriminate on the basis of gender, gender identity, race, ethnicity, age, sexual orientation, or (dis)ability.

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

Visit pomoarts.ca for more details.