

CAMPBELL RIVER

ART GALLERY

DIGITAL COMMUNICATIONS SPECIALIST (YCW-BCH GRADUATE INTERNSHIP)

Closing date: November 19, 2020 by 11:59 p.m.

Location: Campbell River Art Gallery, 1235 Shoppers Row, Campbell River, BC, V9W 2C7

Length of assignment (subject to change): Immediate start, ends March 31, 2021

The Campbell River Art Gallery (CRAG) is hiring a recent college or university graduate for the position of *Digital Communications Specialist* from November to March 31, 2021. The CRAG is a contemporary art gallery located on Vancouver Island, BC consisting of a Main Gallery and a Satellite Gallery for exhibition, a studio for classes, and a gift shop featuring fine arts and craft. Our annual programming includes five contemporary art exhibitions, which run in concert with our educational programming and special events. The position will play an integral role in expanding our communications via digital platforms and methods. The role will be vital in ensuring our activities are accurately reflected online, ensuring our members and community receive information in a timely and effective manner, and that programming is delivered in exciting, accessible ways.

In light of the rapidly changing landscape created by the Covid-19 pandemic, the Gallery has had to shift its operating model and primary communication methods significantly. While we continue to honour our mandate of exhibiting professional artists from under-represented groups, we now have to broaden the ways in which we reach our audiences. In order to adequately extend our reach and engage with our community and beyond, the Gallery is looking to leverage digital platforms and utilize technology to create meaningful experiences and share content to interested stakeholders. This requires a dynamic individual who is skilled at online communication, is up to date on current trends, understands the potential in creating online communities, and can deliver on innovative ideas.

Digital Communications Specialist applicants will have a background and/or interest in contemporary art.

Recent graduates of programs in Communication Studies, Public Relations, Media Studies, Business Communication, Marketing, English, Art History, Museum Studies and/or Fine Art will be considered. Any candidates with a previous background in non-profit organizations, art galleries, artist-run-centres, customer relations, and/or with acquired web design skills are greatly encouraged to apply and this experience should be noted in your application.

Working alongside the Executive Director and the Operations Manager, the student will assist with the following objectives:

Online Communications:

- Audit the Campbell River Art Gallery's website for accuracy and optimization
- Update and maintain timely information on the website and social media platforms
- Create new content for the website and social media
- Provide recommendations and assist in ensuring best practices and optimization models are adhered to in terms of user engagement and diffusion of content
- Manage social media feeds, increase user engagement and audience
- Support Gallery activities in ensuring adequate promotion
- Gather and create content for the Gallery's monthly newsletter
- Provide reporting on user traffic, analytics, engagement
- Assist in online advertising and report on analytics
- Research, identify and seek out new opportunities for enhanced communication and engagement, particularly with communities around the North Island

Exhibition Programming:

- Support the Gallery in exploring new platforms for the delivery of group programs
- Support programming success by creating promotional materials to be used online
- Assist with program registrations and visitor communications
- Send promotion for Gallery programming out into communities
- Ensure programming is posted online (website, social) and that registration is effective
- Gather user feedback on digital programming and make recommendations
- Assist in the technical aspects of online programming to ensure a seamless experience for all users

Fundraising:

- Support the Gallery in migrating the annual Artisan Market into a digital space
- Provide recommendations and assistance on how to optimize the online Market
- Assist in managing the e-commerce page for the Artisan Market
- Ensure accuracy, consistency, and marketability of the online Market
- Provide reporting for the online Market, including recommendations and modifications
- Create promotional content for the market to be used across digital platforms
- Assist in identifying and recruiting artisans from diverse backgrounds and under-represented communities, including the North Island
- Assist in revitalizing Gift Shop operations and marketing following Market deliverables
- Create communication tools for Gallery-Artisan affairs
- Gather information, collect ideas, and present options for future fundraising opportunities

This position will provide career-relevant training and experience for a young professional entering the labour market, particularly within the cultural sector and not-for-profit organizations working with remote and rural communities.

This position provides an opportunity for a recent graduate to put into practice concepts and ideas introduced in their program of study. They will have the opportunity to be creative, problem solve, and work on measurable projects with tangible results. This will transform abstract solutions into real world applications, providing the intern with concrete experience to transition further into the workforce.

With much of our economy moving online as the world self-isolates, developing solid skills in digital communications, online platforms, and virtual programming will certainly prove an immeasurable asset to any recent graduate. And as organizations move to decolonize their frameworks and engage in anti-racism work, this intern will gain first hand experience in cultural safety, creating safe online spaces for BIPOC community members, and communicating with rural, Indigenous communities in culturally sensitive and impactful ways.

ELIGIBILITY

This is a Young Canada Works - Building Careers in Heritage (YCW-BCH) Graduate Internship. You are eligible to apply if you:

- are a Canadian citizen or a permanent resident, or have refugee status in Canada (non-Canadians holding temporary work visas or awaiting permanent status are not eligible);
- are legally entitled to work in Canada;
- are between 16 and 30 years of age at the start of employment;
- are willing to commit to the full duration of the work assignment;
- will not have another full-time job (over 30 hours a week) while employed with the program;
- are unemployed or underemployed;
- are a college or university graduate;
- are not receiving Employment Insurance (EI) benefits while employed with the program; and
- have not previously participated in or been paid under this or any other Career Focus internship program funded under the Government of Canada's Youth Employment Strategy.

PRIORITY CRITERIA

All interested and qualified applicants are encouraged to apply. CRAG champions and empowers people of all abilities, and fosters an environment of inclusivity and collaboration.

SALARY AND HOURS

This full-time, 30 hours per week, 16-18 week position is from November to March 31, 2021. Hourly rate of pay is \$18/hr. Applicants with disabilities may request a reduced schedule.

HOW TO APPLY

Please submit your CV or resume, acknowledgement of eligibility criteria, and a brief letter of interest summarizing:

- 1) Your related qualifications
- 2) If you meet any of the priority criteria (optional)

To:

Sara Lopez Assu, Executive Director
Campbell River Art Gallery
1235 Shoppers Row, Campbell River, BC, V9W 2C7

director@crartgallery.ca

by 11:59 p.m. on November 19, 2020

We thank all candidates for their interest, however, only those selected for an interview will be contacted. Applications received will be screened based on information provided. Please ensure you include all relevant details about your qualifications for this position.