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## Summer Employment: MARKETING ASSISTANT

Harcourt House Artist Run Centre in Edmonton, Alberta, is accepting applications from current post-graduate students for a Marketing Assistant position (this position is conditioned upon receiving employment grant from Young Canada Works Program).

The main objective for this position is to provide the curatorial, education and administrative teams of the Harcourt House Artist Run Centre with professional assistance pertinent to increasing awareness, understanding, appreciation of and participation in exhibition projects, art education programs and workshops, and special events at of the Harcourt House Artist Run Centre for multiple constituencies through innovative and creative marketing and communication/social media strategies. This position is critical to ensure the success of Harcourt House programming.

**HOURS:** 35 hours per week (10 am to 5 pm; Tuesday to Saturday; some evenings required).

**DURATION:** June 1, 2017 to August 26, 2017.

**LOCATION:** Harcourt House Artist Run Centre; Edmonton, Alberta

**WAGES:** \$15.00 per hour

**DEADLINE FOR SUBMITTING APPLICATIONS:** May 24, 2017

Harcourt House Artist Run Centre is a charitable organization existing to support visual artists and inspire the community through visual art exhibitions, education, low cost studio rentals and discourse.

Harcourt House carries out its mandate by providing programs and exhibitions to support the local and national arts community. Fiscal responsibility, communities support, fundraising and volunteer contributions support the Harcourt House's commitment to excellence in programming and professional arts services for Edmonton's visual arts community.

Harcourt House Artists Run Centre is looking for energetic, creative, motivated, and dedicated Marketing Assistant who loves working with unique visual arts communities and cultural groups. This position is offering an exciting opportunity to expand professional skills and gain valuable experience. The position reports directly to Executive Director with additional reporting to Gallery Services Coordinator and Art Education Coordinator.

## Tasks and Responsibilities

- Greet and welcome visitors
- Assists in the development of marketing plans promoting Harcourt House's general brand awareness as well as exhibitions, art education programs, education workshops, special events, and other public programs
- Contribute to the evaluation of digital analytics, audience demographics, social media interactions and other data or research
- Develops and updates social media content/Harcourt's website
- Assists in coordination and implementation of all marketing initiatives intended for both internal and external audiences
- Researches and develops marketing and advertising opportunities in a variety of media and platforms
- Works collaboratively with the Harcourt House's professional personnel to support their activities and promotional needs with strategic marketing insight, tactical marketing plans, and the assistance in the development of advertising and collateral for specific target audience as required
- Monitors and responds to interactions on all Harcourt House's social media channels
- Preparation of social media analytics and data analysis to assess campaigns
- Work closely with Gallery & Special Events Assistant (intern/student position) with preparation of marketing and promotional material pertinent to the Harcourt's programs and special events
- Daily gallery duties including opening and closing, monitoring visitors; answering phones and public inquiries alongside permanent Harcourt personnel

## Skills/Qualifications

The preferred candidate will:

- Be a current post-secondary student (preferably 3<sup>rd</sup> or 4<sup>th</sup> year student) in marketing, public relations and/or communications studies
- Have excellent written and oral communication skills
- Demonstrate attention to detail and provide excellent organizational skills
- Have knowledge in the development and implementation of marketing plans
- Have awareness and understanding of changing marketing trends and audience development
- Have experience using digital advertising and data collection platforms including but not limited to Google Analytics, Google Ad Words, Facebook, Twitter, Instagram and You Tube

- Have experience with social media marketing and technologies such as website content management software, digital imagery and video applications
- Skills and experience delivering exceptional customer service
- Ability to establish and maintain effective working relationships
- Ability to exercise considerable independent judgement, initiative, tact, and diplomacy
- Demonstrate software proficiency in Microsoft Word, Excel, Power Point, and Photoshop (or equivalent)
- Be comfortable with Mac computers
- Be adaptable, have excellent time management skills and a positive attitude

**IMPORTANT NOTE/INSTRUCTIONS:** This position is conditional upon receiving employment grant from Young Canada Works Program. All candidates must meet the requirements outlined by the Young Canada Works Program at [www.young-canada-works.canada.ca](http://www.young-canada-works.canada.ca) (<http://www.young-canada-works-canada.ca>)

Interested candidates are invited to submit a resume, cover letter and contact info with two references by email to: [harcourtinfo@shaw.ca](mailto:harcourtinfo@shaw.ca) with subject line Gallery & Special Events Assistant. Candidates are encouraged to create a profile with Young Canada Works prior to applying. We thank all candidates but only those selected for interview will be contacted.