



JOB DESCRIPTION

Internship / Co-op / Field placement

Position Title	Communications Specialist
Term of Office	June 5 – July 28, 2017
Supervisor	Executive Director
Hours of Work	30 hours per week
Salary	11.25
Deadline	May 12, 2017

Position Summary
<p>Reporting to the Executive Director, this position contributes to the development, implementation and tracking of communications and marketing planning designed to drive community engagement, artistic development and sustainability for the Oakville Arts Council.</p> <p>This position is funded through a Canada Summer Jobs grant. Based on the criteria outlined by Canada Summer Jobs, applicants must be:</p> <ul style="list-style-type: none"> • Between 15 and 30 years of age (inclusive) at the start of employment; • Registered as a full-time student during the preceding academic year and be returning to school on a full-time basis during the next academic year; • Enrolled as a student in a secondary, post-secondary, vocational or technical program; • A Canadian Citizen, permanent resident, or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act; • Legally entitled to work according to the relevant provincial / territorial legislation and regulations.

Major Duties		
Category	Percent	Specifics
Planning, Tracking & Audit	5%	<ul style="list-style-type: none"> • Ensure adequate tracking of tactics/statistics by use of critical path for inclusion in Communications Reporting structure.

Website & Technology	30%	<ul style="list-style-type: none"> • Create graphics and content for the website, ensure materials are up-dated in a timely fashion. • Update the online calendar and pull paid member information for a weekly news listing.
e-Communiqués Publications	30%	<ul style="list-style-type: none"> • Assist in the publication of the Annual Report by developing/editing content related to the membership. • Assisting the Communication Manager, plan and publish a monthly newsletter in electronic format, ensuring dissemination of information including housekeeping items, sector updates, opportunities and other written content provided by a variety of sources including the Executive Director and committee chairs. • Write media releases • Maintain up-to-date media list
Social Media	15%	<ul style="list-style-type: none"> • Enhance social media planning and implementation; increase Twitter contact list working to include all members with Twitter accounts. • Assist in managing LinkedIn account and work with membership to facilitate participation. • Capture statistics on frequency of use and reach. • Increase use of Facebook on behalf of OAC and encourage members to participate/post on OAC wall
Promotions & Marketing	20%	<ul style="list-style-type: none"> • Assist in the implementation of a marketing communications plans for programs and services of the OAC • Look for opportunities to disseminate promotional materials, both print and electronic.

Knowledge, Skills and Abilities

- Knowledge of Oakville Arts Council mission, mandate and vision
- Ability to be creative, and have training in graphic design, writing for a variety of markets and across a variety of formats/styles and marketing.
- Possess excellent computer skills with proficiencies in Adobe CS3 (InDesign, Illustrator and Photoshop) and Microsoft Office products (Word, PowerPoint, Excel), primarily in a Mac environment.
- Experience in web content management and some understanding of html/xhtml coding.
- Knowledge of and comfort with social media tactics
- Understanding of video production and editing techniques
- Must be able to work independently and as part of a team, handle multiple tasks, and able to work in an environment where tight timelines/deadlines are normal course and last minute changes a given.
- Organizational and time management skills
- Understanding of the arts sector an asset
- Ability to work with other volunteers and staff at all levels of the organization

Working Conditions

- Fully accessible facility
- Flexible work environment
- Excellent opportunity for growth and skill development
- Exposure to a diverse range of people and experiences
- Independent work station