



Job Posting: Marketing Assistant

8 Week Contract: (30 hours per week, Tuesday-Saturday)

Rate of pay: \$15/hour

Application deadline: May 13, 2022

Start date: June 28, 2022

About OMAH:

OMAH acts as steward of the community's art, history and culture by being actively engaged in the community and responsive to its needs. The museum creates exhibits and programs that will inspire the community to explore, experience and engage with art, local history and culture, as well support Orillia's growing arts community by providing facilities for workshops, education, and professional development.

Purpose of Position:

The Orillia Museum of Art & History (OMAH) is a not-for-profit charitable organization supported by numerous stakeholders and community partners. The Marketing Assistant is an integral member of the staff team supporting the coordination of effective communication, publicity, and marketing strategies in accordance with the museum's communications policy and promotion time lines. The Marketing Assistant will be working with volunteers that support all areas of the museum's operations.

Duties and Responsibilities:

The Marketing Assistant will complete the following tasks and projects:

1. design, develop, and deliver communication materials based on museum templates, including advertisements, social media, and exhibition/programming panels and labels.
2. implementing promotional plans, including all press communications and advertising.
3. posting to social media (Facebook, Twitter and Instagram accounts) and the Museum's website.
4. Maintaining marketing and press archives.
5. participating in team meetings to determine best promotional strategies.
6. photo and video documentation of museum programmes, events, and exhibitions, both onsite and virtual.

Knowledge:

- Post-secondary student enrolled in a degree or diploma program in either Communications, Marketing, Business Administration or Museum and/or Gallery Studies)
- Working with volunteers an asset
- Previous design and marketing experience is required
- Interest in community engagement, arts, heritage

Skills:

- excellent computer software skills, in particular, using Excel, Word, and social media
- design software experience
- strong computer, organizational, communication (written and oral), problem solving skills
- neat, organized, able to work independently and interdependently, welcoming to the public
- flexibility to adjust to dynamic work environment
- ability to remain calm and interface effectively with members of the public, staff and volunteers
- courtesy towards colleagues

Abilities:

- work as a team member and independently, meet deadlines, creative thinker, innovative
- proactive problem solver
- friendly and outgoing
- accountable and reliable

The Orillia Museum of Art & History (OMAH) is an equal opportunity employer and encourages applications from qualified candidates from visible minority groups, women, Indigenous persons, persons with disabilities, persons across the spectrum of gender identities, and others with the skills and knowledge to productively engage with diverse communities. Should you require accommodation during the interview process, please let us know so we can accommodate your needs.

To apply please forward your cover letter and resume to executivedirector@orilliamuseum.org in a single PDF document. Please note that we will only reply to candidates selected for consideration and interview.

The Orillia Museum of Art & History gratefully acknowledges the support of Service Canada for funding this position through the Canada Summer Jobs program.