



Job Posting: Digital Marketing Coordinator

16 Week Contract: (35 hours per week, Tuesday-Saturday)

Rate of pay: \$16.55/hour

Application deadline: March 29, 2024

Start date: May 14, 2024

About OMAH:

OMAH is the 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 Digital Marketing Coordinator will be an integral member of the museum team to support the coordination of effective communication, publicity, and marketing strategies in accordance with the museum's communications policy and promotion timelines.

Tasks would include:

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 (Meta (Facebook and Instagram) and TikTok) and the Museum's website.
4. cataloguing photographs and videos.
5. participating in team meetings to determine best promotional strategies.
6. photo and video documentation of museum programs, events, and exhibitions.

Knowledge:

- Post-secondary student enrolled in a degree or diploma program in either History, Arts, Education, Communications)
- Working with volunteers an asset
- Previous experience working with digital media
- Interest in community engagement, arts, heritage

Skills:

- Excellent computer software skills, in particular, using Excel, Word, and social media
- Design software experience an asset, but not a requirement
- 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

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.

This position is contingent on receiving funding from the Canada Summer Jobs (CSJ) program. Candidates must be eligible under the CSJ guidelines, including being a Canadian Citizen, have refugee status, or a Landed Immigrant.