Job Title: Marketing Assistant - Summer Youth Helper

Wage: $15.20/hour

Application deadline: May 10, 2021

Apply with a one-page cover letter and a current resume and e-mail to sfas@sookefinearts.com (Indicate "Office and Marketing Assistant - Summer Position" in the subject window).

Job Location:
Sooke Fine Arts Society
SEAPARC Leisure Centre
2168 Phillips Rd, Sooke, BC

Duration: May 17 – August 6 (12 weeks)

Number of Hours per Week: 21

Tasks and Responsibilities:
The Marketing Assistant will help develop and be responsible for carrying out marketing and communications initiatives for the Sooke Fine Art Show using social media, online media releases, advertising, website links and other tools available for promotion of the show and its daily programs and special events.

Key Responsibilities:

- Contribute to and carry out the tasks that lead to successful completion of the marketing plan prior to and during the show
- Assist in developing marketing collateral
- Track existing campaigns and report on results
- Collect and analyze market research
- Help prepare a variety of correspondence for artists/sponsors/donors/advertisers
- Develop and manage show promotion on social media
- Assist with marketing special events during the show
- Create digital posters and website event listings publicizing daily events

Qualifications

The ideal candidate will have high communication skills, (verbal, written and listening), have a positive and professional demeanor, and be able to multi-task. Strong digital skills are required, e.g. ability to input, analyze, organize, create and communicate information using computers (preferably in a Mac environment), software, web applications and social media tools. Self-motivated, intuitive and energetic, the ideal candidate will be comfortable with shifting priorities in a busy environment.

NOTE: Due to the ongoing pandemic, this position is especially suited for remote work.

This position is sponsored through Canada Summer Jobs; see eligibility criteria below.

Eligible applicants must be:

- between 15 and 30 years of age (inclusive) at the start of employment;
- a Canadian Citizen, permanent resident, or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of employment*; and,
- have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

*International students are not eligible participants.

About the Society

The Sooke Fine Arts Society is a registered charity dedicated to supporting regional arts and enhancing public engagement with the arts. The Society relies on the efforts of 300 volunteers to carry out its activities, including the annual Sooke Fine Arts Show, Vancouver Island's largest arts event, showcasing 380+ artworks created by some 275+ artists. The Show attracts more than 9,000 visitors to the community of Sooke each year and plays a major role in the town's cultural, economic and volunteer life.