

New Media & Marketing Coordinator

THE ROLE

We are looking for a passionate and creative thinker who will help us to expand our social media reach, engage with current and new audiences and promote the museum's exhibitions, programmes and events. An enthusiastic storyteller, the New Media & Marketing Coordinator will generate daily content in text, image and video formats on platforms including Twitter, Facebook, Instagram, YouTube and Blogger. They will consistently monitor all channels to communicate, interact and engage with our various stakeholders and communities. Utilizing media and web analytics to gain insights and create monthly reports, the successful candidate will be responsible for building and executing social media strategies, digital media projects and email marketing campaigns. Additional social media responsibilities include, but are not limited to, building content calendars, monitoring and engaging with social channels for trending topics, performing social media audits and competitor analyses, executing paid social media campaigns and researching emerging technologies, platforms and opportunities.

The candidate will also be responsible for consistently distributing information about exhibitions and events to print and online publications, outlets and calendars; assisting with special events and openings; updating and maintaining contact databases; promoting family and adult programming and compiling media coverage.

This is a full-time one-year contract (with a 3 month probation period) with option to renew as a permanent position.

REPORTING

This position will report directly to the Head of Communications.

HOURS & SALARY

Hours are 9am-5pm, with the possibility of evening and weekend work when needed.

\$40,000 annually

SKILLS & EXPERIENCE

- Bachelor's degree in marketing, digital media or related field
- 3+ years relevant experience as evidenced by a strong portfolio
- Experience producing and augmenting paid social media campaigns across all platforms
- Familiarity with SEO and Google Analytics
- Excellent writing skills combined with keen eye for detail and a strong visual aesthetic
- Photography and video production experience an asset
- The ability to multitask, meet demanding deadlines and prioritize key issues
- The capacity to think quickly, flexibly and creatively
- The ability to work in a team setting

Desirable but not essential attributes include:

- Experience of working in a small organization
- Familiarity with the non-for-profit sector, within the arts and culture community

ABOUT THE BATA SHOE MUSEUM

With an international collection of over 13,000 shoes and related artefacts, the Bata Shoe Museum (BSM) celebrates 4,500 years of footwear history in four distinctive rotating galleries. In addition to our popular semi-permanent exhibition, All About Shoes, the Museum has three galleries for changing exhibitions, ensuring that each visit to the museum offers a new experience. Through the creation of its innovative exhibitions, the BSM strives to enlighten and entertain visitors of all ages. For every shoe there's a story. Discover thousands at the Bata Shoe Museum. Further information on the museum is available at www.batashoemuseum.ca or [@batashoemuseum](https://www.instagram.com/batashoemuseum).

To apply, please send a cover letter and resume to publicrelations@batashoemuseum.ca.

Deadline for applications is **5 pm on August 16, 2019**. We would like to thank all applicants however, please note that only those selected to attend an interview will be contacted.

The BSM is an equal opportunity employer and encourages applications from qualified candidates from visible and invisible minority group members, indigenous persons, persons with disabilities, persons across the spectrum of

sexual and gender identities and others with the skill and knowledge to engage with diverse communities. We are committed to hiring on merit and to removing barriers in employment policies.