

Digital Media Assistant



Date Posted: May 3 2021

Application Deadline: May 24, 2021 at 11:59 pm

Interviews: May 31 to June 4, 2021

Start Date: June 14th, 2021

Salary: \$17.25 per/hr

Location: Remote online work

Term: Part-time 20 hrs per/week for 18 weeks

Organization's Field/Discipline: The Arts

Job's focus: Creative and Administrative

Career Level: Entry

About Lakeshore Arts

Lakeshore Arts is a registered charitable not-for-profit community arts organization that is dedicated to engaging people through a variety of multidisciplinary art forms as a way of enriching people's lives and strengthening communities. We believe community arts contribute to the holistic health of a community by offering unique and innovative opportunities to engage in positive social change by connecting people to the arts. LSA values equity, diversity inclusion, transparency and respect; focusing on creating impact using the arts as a catalyst for positive social change and engagement.

Job Description

The successful applicant will contribute to the digital and online development of our community art programs. These programs include our summer camp, children's choir, and public art activities throughout Etobicoke. They will also assist the programming team, under the supervision of the Marketing and Communications Coordinator, with creating testimonial graphics and visual documentation including photos and videos for promotion of program impact. They will receive mentorship from the Marketing and Communications Coordinator during weekly meetings, where goal setting, sharing educational or professional development resources, and other support will be provided.

Responsibilities

- Work with Marketing and Communications Coordinator and programming team to plan and deliver relevant digital content across all digital platforms: website, social media.
- Develop digital assets such as graphics and editing videos for programs and capture photos and video for outdoor projects.
- Provide creative input into the design and feel of digital assets and documenting programs under the guidance of the Marketing and Communications Coordinator.
- Assist in the social media content creation, write creative copy and management of LSAs' social media accounts (e.g. Instagram, Facebook, Twitter) with exceptional customer service

- Assist Marketing and Communications Coordinator to track and report on analytics for each campaign and program,
- Assist with managing and updating WordPress websites and tracking stats with google analytics and google tag manager.
- Ensure LSA brand standards are maintained throughout all digital platforms

Qualifications

- Be 15 to 30 years of age and legally entitled to work in Canada
- Some education or professional experiences in a related discipline (social media, marketing, design, or advertising)
- Familiarity with or a passion for arts and culture
- A strong understanding of equity, diversity and inclusion frameworks, and a willingness to learn more
- Ability to organize workflow, multitask and meet deadlines under minimal supervision
- Strong organizational skills
- A collaborative, self-starter attitude, able to adapt and learn new skills
- Strong communications skills in English, including speaking, reading, writing, and copywriting
- A creative thinker to support the development of online outreach strategies and communications tools to meet the needs of diverse audiences
- Experience with video and audio recording and editing an asset
- Strong design skills and competence in graphic design software, such as Adobe Photoshop, Illustrator and InDesign, Canva or other platforms. Knowledge of Adobe Premiere would be an additional asset.
- Knowledge or experience with WordPress an asset
- Proficiency in PC and Mac operating systems, G Suit and Zoom
- Experience with Mailchimp, Google Adwords, Facebook Ad Manager, Google Analytics & SEO considered an asset but not required
- Ability to work from home (access to the internet). A laptop with necessary programs and software will be provided for applicants within the Greater Toronto Area.

Why Join Us

We are a team of passionate community arts professionals, driven by our mission to develop transformative and socially engaged community arts programming. As a team we value creative thinking, collaboration and believe in supporting one another. We are committed to the health and well-being of our staff, volunteers and program participants. We also value learning and encourage ongoing professional development, network building and mentorship opportunities.

Additional Info

We know an effective organization and workplace culture is developed through mutual respect and believe that equity diversity and inclusion are crucial to our shared success. LSA is an equal opportunity employer and we approach hiring practices through an anti-racist, anti-oppressive, equity lens and pledge to: include a salary range or rate of pay in job postings when possible, provide transparency in hiring timeline and dates, offer an opportunity for feedback for candidates who attend interviews, make any accommodations possible during the recruitment and hiring process and continually make improvements to break down barriers to employment.

Please note, our office is on a second story walk-up that isn't wheelchair accessible or may be difficult for those with mobility limitations. Although this position will be remote work online, there may be opportunities to work on site at our office, if Covid-19 safety directives allow for this.

LSA is located in Etobicoke/Adobigok (Place of the Alders in the Ojibwe language). This territory was subject of the Dish With One Spoon Wampum Belt Covenant and we are grateful to have the opportunity to live and work in this territory alongside many Indigenous people from across Turtle Island.

For more information about Lakeshore Arts, please visit our website: www.lakeshorearts.ca

Application Process

We invite qualified applicants to apply via the online portal linked below by Monday May 24, 2021, 11:59 pm Eastern Time. Interested applicants should submit a cover letter and resume as a single pdf of no more than 5 pages maximum. Applications will not be accepted by email. No phone calls please. Interviews will be conducted by video conferencing. While we appreciate the interest of all applicants, we can only communicate with those shortlisted for an interview.

[Apply NOW!](#)

In all aspects of the selection process, accommodations are available upon request. Please make requests to marketing@lakeshorearts.ca with the subject line "Digital Media Assistant accommodations request."