

# Canada Summer Jobs 2019

## Communications Assistant

**Job Title:** Communications Assistant

**Status:** Full-time, Contract Position

**Duration:** 8 weeks, possibility of extension

**Location:** Toronto, Ontario

**Reporting:** Communications and Operations Manager

**Wage:** \$17/hr @ 36 hrs/wk

**Application Deadline:** May 17

### About Culture Days

Culture Days is Canada's largest annual grassroots arts and cultural participation event led by arts-lovers, cultural aficionados and the arts and cultural sector in collaboration with municipalities, public funding agencies, provincial governments, the private sector and the media. Each year on the last weekend of September, organizers from across Canada coordinate free, engaging public programming initiatives as part of the Culture Days weekend. In 2018, **2.5 million Canadians** participated in **3525 free Culture Days activities**, taking place in **over 350 cities, towns, hamlets and rural areas** throughout the country. This year marks the 10<sup>th</sup> anniversary of the national Culture Days campaign. As part of our celebrations for this milestone, Culture Days is examining the arts and culture sector through the lens of Creativity, the Arts, and Well-being. Throughout the year, Culture Days will be talking about the ways that creativity and expression contribute to greater individual and community well-being. Programming and resources will focus on current research into the field and will dive into recent feedback from Culture Days participants who see arts and culture events as benefiting their community as a whole. This year, the Culture Days will take place September 27, 28, & 29. For more information please visit [www.culturedays.ca](http://www.culturedays.ca)

Culture Days is seeking a Communications Assistant to help connect with artists, organizers and the public in the important lead-up to the Culture Days weekend.

### About You

The ideal candidate for this job will:

- Love to coordinate and produce innovative content for multiple platforms;
- Be a whiz at wordsmithing and have a keen eye for visuals;
- Enjoy being part of a tight-knit collaborative team who occasionally nerd-out on marketing analytics;
- Want to play an important role in an unprecedented national campaign driving Canadians' participation in arts and culture!

### Position Overview

The Communications Assistant plays an important role in assisting in all Culture Days communications, engagement and administration at the Ontario and National levels. The Culture Days Communications team will be helping to increase the impact of the 2019 Culture Days campaign throughout Canada by producing content in support of local artists, arts and culture groups and organizations to plan Culture Days activities and celebrations at the community level. Communications strategies will also be focusing on and promoting the Culture Days annual theme of Creativity, the Arts, and Well-being in celebration of the 10<sup>th</sup> anniversary of Culture Days.

The Communications Assistant will assist with planning and will implement integrated strategies and related content for all digital communications platforms including website, social media, blog and e-newsletters. The Communications Assistant plays an important role in supporting marketing initiatives; they will plan and produce content to ensure engagement and growth in the Culture Days brand, activities and the annual Culture Days weekend.

The Culture Days Communications Assistant will be working closely with the Communications team and helping to increase the impact of the 2019 national Culture Days campaign by:

- Assisting the Communications & Operations Manager to develop and deploy the 2019 communications and social media plan;
- Supporting higher-level marketing plans in connection to the 2019 national Culture Days theme of Creativity, the Arts, and Well-being;
- Supporting the national PR strategy by coordinating communications and promotions with event organizers across the country;
- Updating and managing website content;
- Regular reviewing and approval of registered events on the Culture Days website;
- Developing online communications content such as blog posts, resource pages, newsletter articles, and more;
- Front end customer service support.

The ideal candidate will have exceptional communications skills with a flair for capturing the attention of the public, media and diverse audiences with inspirational stories told in a variety of innovative ways. The candidate will possess excellent attention to detail, an ability to juggle multiple projects concurrently, is a creative problem solver and team player.

**Qualifications:**

- An undergraduate degree or diploma in Communications, Marketing and PR, Event Management, Arts Management or related field and/or have a minimum 2-3 years of experience in a similar role;
- Experienced with InDesign, Photoshop or equivalent graphic design programs;
- Outstanding writing skills for a diversity of audiences;
- Proven organizational skills with the ability to manage multiple concurrent tasks and meets deadlines effectively;
- Passionate about and knowledgeable of the Canadian arts and culture sector;
- Video production skills a strong asset;

- Customer service experience an asset;
- Fluency in French a strong asset

### **How to Apply**

Interested candidates are invited to submit a letter of interest and resume in one PDF document by **May 17th at 5:00pm EST** to Shannon Bowler, Communications & Operations Manager, [Shannon.bowler@culturedays.ca](mailto:Shannon.bowler@culturedays.ca) — Please reference “Communications Assistant” in the subject line.

*The position is open to all qualified applicants, although preference will be given to Canadian citizens, permanent residents of Canada or those with refugee status. Culture Days is an inclusive and equitable organization encouraging applications from all qualified candidates including persons with disabilities, members of visible minorities, and Indigenous persons.*