



Social Media Coordinator

Reporting to the Manager, Digital Communications, the Social Media Coordinator amplifies the voice of the arts and inspires engagement with our greater community by boosting the online presence of Arts Commons through our social media strategies.

You are someone who possesses a solid understanding of the digital landscape and can navigate through a variety of social media platforms to engage our audiences and effectively convey our brand and offerings. You can create compelling content and leverage opportunities when out in the arts community to capture and report through the appropriate social platforms. As our Social Media Coordinator, you are an expert at telling visual and textual stories to support and raise awareness of Arts Commons.

As an arts advocate, you aim to bring together artists and art enthusiasts through innovative ways of promoting community connections. You build excitement and awareness by supporting the development of social media campaigns, and other online initiatives that enhance patron loyalty and drive growth. Overall, you thrive in a fast-paced environment, have your finger on the pulse and are eager to help elevate our brand's visibility.

Who we are:

Arts Commons is an ecosystem inclusive of artists, resident companies, and community groups. As one of the largest performing arts centres in Canada, Arts Commons strives to break down barriers to cultural participation by providing a modern, open, and inclusive gathering space in a central location.

At Arts Commons:

Our Belief

- That equitable access to the arts is a human right

Our Responsibility

- To Redefine a bold and adventurous Calgary by championing and investing in creativity

Our Mission

- To be an inspirational force where artists, community and organizations celebrate cultural identities, experience the full breadth of human emotions, and ignite positive change

At a glance

Employment: Permanent

Hours: FT (40 hrs)

Start Date: ASAP

Salary: \$45,000 - \$53,000

Location: Calgary (in-person)

Join us today and see for yourself some of the many reasons why we were voted one of Alberta's Top Employers!

To apply, send your resume, cover letter and portfolio to: employment@artscommons.ca

Closing Date: August 12, 2024

What we offer:

On top of the everyday excitement of working inside one of Canada's top performing arts facilities with a team of professionals that share a passion for the arts, Arts Commons offers a competitive salary and a wide range of benefits for this role:

- A collaborative, engaging and values driven work environment
- An annual salary in the range of \$45,000 - \$53,000
- A comprehensive health and dental benefits package, with RSP matching and access to an Employee & Family Assistance Program (EFAP).
- A positive working culture, keeping employee health and wellness a priority with generous paid time off policies and an annual lifestyle allowance.
- A dynamic role that will have you engaging in many different aspects of the arts

What we value:

We are looking for individuals who share our vision of building a creative and compassionate society, inspired through the arts. Our team is made up of people with a diverse range of interests — singers, actors, musicians, playwrights, coaches, teachers, gamers, bakers, photographers, athletes, dancers. People whose interests encompass the widest spectrum. We even have furry, four-legged friends in the office. We value people who strive to do the right thing, and work to be their best. People with open minds, hearts, and arms.

What you will get to do here:

As the Social Media Coordinator, you play a critical role in elevating Arts Commons' brand by engaging our audiences and community through our social media channels. Every day you are immersed into a creative and inspiring environment and using both your artistic eye and passion for the arts, you are able to share our inspired moments with the community.

You will amplify our brand presence and engagement across digital platforms by planning, coordinating, and executing all organic social media campaigns and strategies for Arts Commons' (master) brand and our sub-brands (Education, Galleries, Connects, and Presents). You will also oversee photography and videography contracts and assist the creative services team with Marketing, Sales, and Communications initiatives. The key accountabilities for this role will take a focus on the areas of: Social Media Execution; Community Engagement; Digital Capture Coordination; and Social Media Reporting.

Strategic Goal:

Amplify and enhance the organization's impact while championing Arts Commons' marketing and communications initiatives for audiences by devising social media initiatives, feedback mechanisms, and metrics of success to engage and encourage dialogue, as well as provide valuable information to our followers around the arts, Arts Commons, our industry, partnerships, and programming.

Where you fit within our ecosystem:

Reporting to the Manager, Digital Communication, this role is part of the Brand & Audience Development team and collaborates regularly with the Programming, Development, and Event Services teams, as well as artists and community partners.

You will be a great fit if you...

Must have:

- A degree or diploma in Marketing, Communications or Digital Content and Design from an accredited program, or a comparable background
- Advanced knowledge of all social media platforms, including: Facebook, Twitter/X, TikTok, Instagram, YouTube, as well as social media management platforms such as Sprout Social and Hootsuite
- 1-3 years of experience working in a digital landscape
- Excellent computer skills in the Office 365 suite (Excel, PowerPoint, Word, etc)
- Advanced writing skills with superior vocabulary; ability to express yourself, excellent grammar, and sharp attention to detail
- Excellent communication, interpersonal, and customer service skills
- Positive attitude, willingness to learn and ability to work in a team environment
- Able to thrive in a fast-paced and energetic work environment, where being a collaborative team player is essential
- Availability to work evenings and weekends at Arts Commons Presents concerts, shows, and festivals as a representative of the team; developing our audiences and communicating our offerings, as needed
- A passion for the arts!

Nice to have:

- Experience with professional camera gear, an asset
- Proficiency in current design and production software including Adobe Photoshop, Illustrator, InDesign and Acrobat, an asset
- Database administration, an asset

If you are interested in applying to this exciting opportunity, please forward your resume, cover letter and portfolio in confidence to:

Human Resources

Arts Commons

205 - 8th Ave SE Calgary, Alberta T2G 0K9

Email: employment@artscommons.ca

Interviews will be conducted on an on-going basis and the job posting will officially close when a suitable candidate is found. For best consideration, please apply by the deadline date. While we hope to fill this position as earliest as possible, our commitment to finding the right candidate may require more time.

We thank all interested applicants in advance but will only be contacting those selected for an interview.

If you have any specific questions to ask in relation to the role, please send them to the email address above and a member of our team will do our best to respond to you in a timely manner.

Commitment to Inclusion, Diversity, Equity & Accessibility (IDEA)

As part of our organization's commitment to IDEA, we work to remove barriers in collaboration with a broad range of voices. Removing these barriers begins with the hiring process.

To that end, we are committed to recruiting, hiring, training, and promoting qualified people of all backgrounds, and providing accessible employment practices. Requests for accommodation can be made at any stage of the recruitment process, and applicants are asked to make their accommodation needs known.

We strongly encourage applicants who identify as part of underrepresented groups, including women, people of colour and those with disabilities to apply. Even if your past experiences do not align perfectly with every qualification, we strongly encourage you to apply anyway! An excitement and passion for Arts Commons can go a long way here, whether it's in this role or another.