



## BUMP Marketing Coordinator

**Number of Positions:** 1

**Hours Per Week:** 16 - 40

**Period:** May 17 - September 10, 2021

**Pay:** \$20/hour

### Description:

The successful candidate will work with the BUMP Festival Coordinator to plan and promote the BUMP Festival with a focus on an online digital presence. With assistance from the Executive Directors and Board of Directors of the Beltline Neighbourhoods Association, the Digital Marketing Coordinator will make murals accessible to a broader audience safely in light of the COVID-19 pandemic.

The Beltline Urban Murals Project (BUMP) is a community driven initiative transforming the centre of Calgary, Alberta, Canada into an expansive open-air art gallery since 2017. The 2021 BUMP Festival runs from August 1 - 28, 2021.

### KEY RESPONSIBILITIES

- Develop a social media strategy and campaign to enhance online viewership and increase engagement with the BUMP
- Develop content for BUMP website and social media channels
- Plan, manage, and execute the presentation of the 2021 BUMP Festival, with a focus on ensuring accessibility to the public while adhering to current AHS guidelines for the COVID-19 pandemic
- Work with Mural Coordinators to capture mural and artist information, and ensure artists are represented authentically online
- Interface with BUMP third party creative agency and photographers
- Develop media management database and archive for all BUMP photo and video assets
- Contribute to BUMP's overall strategies as an enthusiastic, collaborative, and supportive team member
- Participate as a team member by taking on administrative and logistical tasks to ensure delivery of seamless service

### EXPERIENCE REQUIREMENTS & COMPETENCIES

- 
- Experience creating and executing successful social media campaigns
- Experience creating website content and updates (Wordpress experience is an asset)
- Strong portfolio of photography and video production



- Exceptionally strong communication, organization, and problem solving skills
- Ability to process and interpret critical feedback into work
- Passionate about bringing visual arts into the community
- Handles challenges and complexities with grace and positivity
- Ability to take initiative, meet deadlines, and effectively manage priorities
- Remote work at event and mural sites is required. Personal transportation is an asset

Outcomes for youth include gaining experience in visual arts marketing, promotion and community building. Digital design and publishing experience, networking within the arts community in Calgary. Developing skills in receiving and interpreting feedback, mentorship, coordinating amongst a team, and communication. Goals for staff will be outlined with team leaders at the beginning of the contract and monitored throughout.

The Beltline Neighbourhoods Association is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind.

Please send your resume with a brief cover letter including the position(s) you are applying for and a portfolio of any relevant work **no later than Sunday, April 25th 6PM MST** to [paint@beltlineyyc.ca](mailto:paint@beltlineyyc.ca). **Please PDF as a single document no larger than 10MB.**

If you are unable to meet the application deadline, please email [paint@beltlineyyc.ca](mailto:paint@beltlineyyc.ca) to make alternative arrangements.