

MARKETING AND EVENT COORDINATOR

Organization: Leighton Art Centre

Location: 282027 – 144 Street W, Foothills, AB, T1S 0Y4

Type: Full time, Seasonal (Summer: early May – late August)

Hours: Monday to Friday 9:00 AM to 5:00 PM (hybrid)

Wage: \$20 per hour

Job Description: Leighton Art Centre is seeking an energetic, flexible, adaptable, and organized person who can successfully navigate diverse marketing and event responsibilities within our unique organization.

The Marketing & Event Coordinator is an integral member of the Leighton Art Centre team is responsible for creating visually engaging and informative multimedia content that promotes Leighton Art Centre's mission and programs.

Responsibilities:

Marketing:

- Work with the LAC team to plan and develop print, digital and multimedia marketing, fund development, and membership communications assets.
- Work with the LAC team to research, create, and post engaging social media content.
- Website updating and maintenance.
- Graphic design, social media and multimedia content development and management.
- Documenting exhibitions, events and the LAC physical site for use in marketing.
- Build strong communication skills by working as part of a team, taking direction on project execution, offering suggestions for improving projects or workflow, and effectively executing a broad range of projects.
- Learn to communicate with a voice, tone, and content style that is in keeping with Leighton Art Centre's brand identity and appropriate for the centre's target audiences and community.

Events:

- Assist in the planning, execution and wrap-up of all LAC exhibitions and events.
- Assist staff with other LAC activities.

Qualifications/Requirements:

- Proficiency in relevant software (e.g., Adobe Creative Suite, Microsoft Office) and comfort with electronic media, including content management/WordPress websites, Mailchimp newsletters, and social media channels.
- Appreciation for and comfort working in not-for-profit and rural environment.
- Excellent verbal and written communication skills and attention to detail.
- Proficient in areas of graphic design, video production, and photography
- Comfort in a fast paced, ever-changing environment
- Strong problem-solving skills.
- Interest in and willingness to learn about art, nature and/or local history.
- Self-motivation and willingness to work hard to meet deadlines.
- Special events and project experience.
- Must have a reliable vehicle and valid driver's licence and be available to work onsite at Leighton Art Centre's Foothills rural location.
- Ability to positively interact with all members of the public, including artists, visitors, teachers, students, parents, co-workers, and administration.
- As this position is supported through Canada Summer Jobs (CSJ), candidates must meet all CSJ eligibility criteria. Applicants must: be between 15 and 30 years of age at the beginning of the employment period; be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment; and, have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.
 - More information here: <https://www.canada.ca/content/dam/esdc-edsc/documents/services/funding/canada-summer-jobs/canada-summer-jobs-applicant-guide.pdf>.

Benefits:

- Immersive experience with full-time hours early May – late August.
- Gain valuable experience in all aspects of marketing, and events.
- Opportunity to work in a unique and inspiring environment.
- Develop skills in client services, teamwork, communication, leadership and problem solving.

This position is ideal for students and individuals with a diverse background in marketing, communications and project/event-based roles. An interest in museum studies, art history, and fine art is a definite asset.

To apply, please submit your resume, cover letter, and references to Michelle Winter, Director, Marketing and Communications via email: communications@leightoncentre.org.

Leighton Art Centre is an equal opportunity employer. We encourage applications from individuals of all backgrounds and experiences who meet the CSJ eligibility requirements. We thank all applicants for their interest, please note that only those selected for an interview will be contacted.

Application Deadline: April 11, 202