

HEADWATERS ARTS IS HIRING!

DIGITAL MARKETING/COMMUNICATIONS SPECIALIST

Headwaters Arts (HA) seeks a **Digital Marketing/Communication Specialist** to develop and implement digital/social media marketing strategies and event programming intended to:

- *Grow HA's audience and patrons*
- *Build communication planning and programming for HA's seasonal outdoor arts space (tented roof over the Annex Courtyard) and Headwaters Gallery*
- *Increase online engagement with its patrons and supporters*
- *Enhance and promote the Gallery Shows, openings, arts activities, events and professional development presented by HA, locally and beyond*

Responsibilities

- Collaborate with the Chair of Marketing/Communications Committee and Gallery Administrator to develop a marketing strategy, action planning and implementation for the Headwaters Gallery - shows, openings and special events, professional development opportunities and event programming for outdoor arts space programming for 2022-2023.
- Develop and implement a digital marketing strategy to advance all events/shows and planned and new programming and event initiatives
- Create/coordinate, and post, engaging and relevant content (text, image and video) on social media platforms (Instagram) and for e-blasts and e-newsletters, Facebook and website
- Establish and drive integrated communications
- Assist with website content
- Assess market to determine what motivates audiences and supporters
- Monitor and provide actionable insights based on social media analytics
- Perform other marketing and promotion duties as required

Skills and Requirements

- Understanding of and a passion for the arts
- Connection to the community of Dufferin, Caledon and Erin would be an asset
- Experience in developing digital/social media marketing strategies
- Advanced digital marketing and social media skills
- Exceptional creative skills to craft engaging content (text, image and video)
- Experience using tools to monitor and measure the effectiveness of campaigns
- Understanding of social media platforms, newsletters, and non-digital marketing, as well as how to best utilize them for different needs
- Ability to work independently and with HA board, staff and volunteers
- Familiarity with graphic design software programs
- Experience with graphic design is an asset, but not mandatory
- Highly organized and detail oriented

This is a part time position for one year. Salary: \$18/hr. Total # of hours/week will vary, but guaranteed 14 hrs/week as a minimum but will increase during main fundraising events - HA's

Fall Art Festival and special concerts, show openings and events both in the Gallery and under the tented roof-outdoor arts space (April-October).

The successful candidate will be able to work from home office but will be required to work on-site at the Headwaters Gallery/Outdoor arts space located in Alton at the Alton Mill Arts Centre during events, openings and other special programming opportunities.

The scope of HA's annual program, in general, includes:

- *10+ Gallery Shows and member proposal shows per year*
- *HA Fall Festival*
- *Developing new outdoor arts events*
- *Art Show openings*
- *Events and planning and implementation*
- *Fall Arts Festival - 3 week long arts programming and fundraising event opening*
- *Occasional virtual professional development/ educational events and workshops to be developed*
- *Developing a Calendar of 2022-23 events/workshops/artisan marketplace for 3-season outdoor arts space - Annex Courtyard (April - October open) in conjunction with the gallery Administrator and relevant HA Committees.*

Application Deadline: December 20, 2021

Start Date: *January 12, 2022*

Please submit your resumé with a cover letter by email to margi@altonmill.ca no later than **December 20, 2021**. Please include "*Digital Marketing Specialist application*" as your subject line. We thank all applicants and advise that only those selected for an interview will be contacted.