

KLAC Digital Media Specialist – Job Posting Profile:

Kawartha Lakes Arts Council promotes awareness and appreciation of arts and culture in Kawartha Lakes. We are committed to a diverse approach to creative expression in all of its forms. We serve our community by advocating for a thriving creative sector, providing robust marketing opportunities for our members, and fostering professional development and training. We connect all stakeholders and investors in collaboration to discover and reveal our culture through the arts.

KLAC was formed in 2014 and is governed by a Board of Directors. The Arts Council is currently seeking a creative Digital Media Specialist to fill a part-time contract role from June 13, 2022 to June 12, 2023.

ROLE:

The part-time Digital Media Specialist will report to the KLAC Marketing and Communication team lead (MarCom) & work closely with the Marketplace Manager. Assistance from KLAC Administrator is available as needed. The Digital Media Specialist's role includes:

- Working with KLAC MarCom team & Marketplace Manager to brainstorm ideas for digital campaigns.
- Developing a **Social Media Strategy** to drive awareness of the virtual Marketplace, drives sales and increases overall social media engagement.
- Developing a **social media calendar** to align with the communication and marketing initiatives driven by both KLAC and the Marketplace Manager.
- Assisting and developing **content** for the website, social posts, and marketing initiatives.
- Building insight & ultimately taking the social media strategy **to the next level**.
- Maintaining a successful brand, image & web presence that attracts buyers and increases the Marketplace brand awareness.

The successful applicant:

- Self motivated.
- Good communicator.
- 3+ years' experience in a similar Social Media role.
- Strong writing skills.

- Access to the internet and ability to work from home.
- Has demonstrated experience with social media marketing.
- Demonstrates an interest in arts and culture.
- Must possess strong office management skills, proficiency in Microsoft Office, Email, Excel, Google Drive.
- Has the ability to work on their own, juggle & prioritize multiple tasks and stay on top of all of them.
- Proficient in photo and video editing software tools for social media creation.
- Experience with Squarespace (preferred) and similar platforms like WordPress or Wix is helpful for building new webpages and maintaining the virtual Marketplace listings.
- Experience with MailChimp. Ability to create campaigns and maintain audiences.
- Access to the internet and ability to work remotely.

RESPONSIBILITIES:

- **Develop a strategy** that drives buyers to the Marketplace and engage followers.
- Manage and develop social media & **email marketing** campaigns via a **monthly content calendar** (schedule) for both KLAC and the Marketplace.
- **Develop content** for posts, Mailchimp, website updates, special events & advertising outside of KLAC if needed – working with images, gathering, and writing content.
- **Execute the social media posting** schedule for KLAC and the Marketplace – includes Facebook, Instagram and Mailchimp content.
- **Grow and manage the social media** channels with timely responses, engagement, two-way conversation.
- Maintains **the website content** for the virtual Marketplace listings and Member profiles.
- **Measure and report on the effectiveness** of the social media & marketing campaigns.
- Review and maintain the website and digital content, ensuring all content is up to date **on brand and compliance**.



REPORTING: (Biweekly)

- Progress report for the MarCom lead & Marketplace Manager.
 - Social calendar & website updates
 - Effectiveness of social media engagement & marketing campaign.
- Time & tasks for the Treasurer.

POSITION:

- Independent Contractor – typically 20 hrs per week.
- Payment would be bi-weekly.
- Contract Rate: \$25.00 per Hour (includes HST if applicable)
- Contract Length: June 13, 2022 to June 12, 2023.

Interested candidates should send a resume to kawarthalakesartscouncil@gmail.com by 5 pm on May 13th, 2022. Only those selected for an interview will be contacted.

