



ARTS COUNCIL OF NEW WESTMINSTER

PO Box 16003, New Westminister, BC V3M 6V6

info@acnw.ca | acnw.ca | 604-525-3244

Marketing Coordinator Canada Summer Jobs 2023

Founded in 1967, the Arts Council of New Westminster (ACNW) is a non-profit organization committed to a mission of bringing the arts to the centre of community life. It accomplishes that mission through initiatives that focus on arts programming in the community, arts advocacy, and programs that nurture and support our local artists and arts organizations.

The Marketing Coordinator will develop and execute an all-encompassing marketing strategy for all current and upcoming events and programs. This position will develop print materials, website updates, social media posts, and press releases.

Responsibilities:

- Create and execute a summer marketing strategy, collaborating and coordinating with local Tourism and Business Associations.
- Create engaging and up to date content across Instagram, Facebook and other social media platforms (including video content, contests, community engagement)
- Attending, promoting, and reporting on ACNW and community events, adding excitement to the events, and allowing attendees to talk about their involvement with the arts
- Coordinating with ACNW's programming staff to help host events on behalf of ACNW throughout New Westminster.
- Participates in all efforts to publicize events, including media releases, print advertisements, and web and social media updates, including real-time posting.
- Compose and manage correspondence; write and distribute media releases.
- Research potential marketing partnerships and sponsorship opportunities
- Propose new ideas to improve and continue marketing in the future
- Other duties as assigned by the ACNW Executive Director

Qualifications:

- An interest in and/or knowledge of Marketing, Communications, and Promotions
- Completion of one year of post-secondary education in marketing or communications
- Computer literacy, experience with multiple social media platforms
- Attention to detail and ability to work independently
- Information gathering and information monitoring
- High degree of self-motivation and creative problem solving
- Culturally aware and a love for the Arts
- Available to work weekends and evenings

Timeline: May 15, 2023 to September 1 2023, Wednesday to Sunday; however, a flexible week may be necessary in order to meet programming needs.

Remuneration: \$20.00 per hour, 35 hrs per week



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To apply: Submit resume and cover letter by email to info@acnw.ca before 5:00 pm on April 17, 2023. Include “Marketing Coordinator – Application” as the subject of your email. Only selected applicants will be contacted for an interview.

Please note: The staffing of the position and its duration are conditional on the grant application's approval submitted to the Canada Summer Jobs program. To be considered for this position, students must be between 15-30 years of age at the start of employment, is a Canadian Citizen, permanent resident, or person on whom refugee protection has been conferred.