



# THE GEORGINA CENTRE FOR ARTS AND CULTURE

**Job Title:** Digital Marketing Assistant

## **Who We Are**

For more than 20 years, The Georgina Centre for Arts and Culture has been a fully operational centre for the arts, presenting a variety of meaningful programming in a welcoming space. We are committed to promoting creativity, learning and growth, and inspiring passion and appreciation for the arts and culture. By nurturing creativity through the arts, we contribute to both community and individual growth and development.

## **Who you are**

We are looking for a Digital Marketing Assistant to bring their strategic thinking, creativity, and strong communications skills to our art gallery and art programs. The Digital Marketing Assistant works with the gallery team, taking the lead on executing daily tasks for website management, social media management, and development and delivery of program marketing content.

## **What Your Day-to-Day Will Look Like**

- Create and schedule posts, stories, reels, etc. for social media platforms, WordPress website and regional media calendars
- Day-to-day management of social media platforms (including reporting on social media analytics)
- Managing website content and updates through Wordpress (Divi theme) website
- You will also work with the team to implement and execute marketing campaigns
- Work with the marketing and operations teams to design, source and manage printing and delivery of print materials
- Assist with reception and sales in the gallery and shoppe

## **Skills you bring**

- Ideally a student in Digital Media and Social Media Marketing program or equivalent experience
- Previous experience working with WordPress, specifically Divi Visual Builder
- Fluency in Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc)
- Previous experience working with Marketing and Project Management tools, such as Canva
- Strong creative outlook
- Exceptional written and spoken communication skills, with precise attention to detail and aptitude for storytelling
- Ability to work as part of a small team in a non-profit environment
- Up to date on the latest social media trends, comfort with all social media platforms
- Detail-oriented and organized with the ability to prioritize tasks

**THE GEORGINA CENTRE FOR ARTS AND CULTURE**

149 High Street, Box 1455 Sutton On L0E 1R0  
705-722-9587 ~ [info@thegcaca.ca](mailto:info@thegcaca.ca)  
Charitable Registration: 871973616RR0001



## THE GEORGINA CENTRE FOR ARTS AND CULTURE

### Position Details

This is a Canada Summer Jobs position. You must be between the ages of 15 – 30 at the beginning of the position.

Location – *Georgina Centre for Arts and Culture*

Date – May 1<sup>st</sup> – August 24<sup>th</sup>

Tuesday/Wednesday/Friday/ Saturday

10 AM – 4 PM

Thursday

2 PM – 8 PM

\$16.55/hr

*We seek to foster a workplace that reflects the full breadth of the communities we serve and welcome applications from women, racialized persons/BIPOC, First Nations, Inuit, and Métis peoples, 2SLGBTQ+, and people with disabilities. Upon request, suitable accommodations are available to applicants invited to an interview.*

**Please email resume with cover letter to [info@thegcac.ca](mailto:info@thegcac.ca)**

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