



<b>POSITION:</b>	Coordinator, Social Media
<b>SUPERVISOR:</b>	Manager, Digital Content & Manager, Marketing & Communications
<b>CLASSIFICATION:</b>	Support

The Art Gallery of Hamilton, the largest independent public art gallery in Ontario, is looking for a Coordinator, Social Media to work closely with the marketing team to deliver a cohesive digital presence for the AGH, integrated with other marketing initiatives and generate buzz to attract people to the AGH.

This is a 1-year contract, with potential for renewal. The role is full-time (35 hours per week) including evening, weekend, and holiday work.

The Coordinator, Social Media is responsible for:

**Social Media:**

- Develop and manage daily unique content for all social media networks including Facebook, Instagram, Twitter, Pinterest, YouTube and other channels, as required.
- Collaborate with Marketing team to create consistent social media messaging for Wedding and Event Services, Film, Education, Exhibitions, Collections, Art Rental + Sales, Membership, and Retail.
- Create and implement a master schedule of social media activities, developing campaigns that are integrated with marketing campaigns and budgets.
- Align content and social media campaigns with SEO best practices.
- Identify opportunities by monitoring relevant social media news, trends, and technology.
- Maintain an active presence with our social media community by fostering, monitoring, responding, and expanding relationships and collaborations, establishing and nurturing relationships with media, bloggers and online influencers and other arts organizations.
- Coordinate and host social media influencer events
- Continuously monitor, track and analyze social media marketing campaigns (including providing social media statistics for quarterly board reports, development activities, grant requirements, etc.) for accuracy, efficiency and results; develop recommendations for changes and improvements.
- Advise and work with staff across the Gallery on developing effective social media marketing and outreach campaigns.
- Ensure all social media projects are completed on time and achieve the expected results.

**Other Marketing and Promotional Activities:**

- Support Manager, Digital Content by attending AGH events for photography and film purposes.
- Edit, categorize and file event images and video.
- Use photos and videos to support social media campaigns.
- Work with outreach volunteers to coordinate the external distribution of posters and postcards.
- Coordinate the development of motion graphics for web, social media and digital marketing purposes.
- Archive media and AGH collateral in digital format.
- Develop lists of potential contacts (e.g., Mommy blogger list to promote family programming, fashion-forward blogger list for Shop at AGH jewelry sales, etc.).
- Assist with updating media contact lists.
- Assist with production of promotional materials, as required.

## Requirements

- Completed post-secondary degree/diploma in Marketing, Communications, Multimedia or related discipline.
- Thorough knowledge of social media channels, applications and results reporting; ability to advise/collaborate to create an overall social media plan and strategy, including social media/advertising campaigns.
- Experience with Hootsuite an asset.
- Exceptional computer skills including Adobe Creative Suite, especially Photoshop, and Illustrator for both print and web, all MS Office products, and Windows and Macintosh OS systems.
- Experience in WordPress and familiarity with strategies to optimize web pages/applications for high traffic websites are assets.
- Experience in video and photography equipment and editing software.
- Keen eye for design.
- Excellent organization skills, timeline driven with the ability to balance concurrent deadlines.
- Superior verbal and written communication skills.
- Ability to work well with people across the organization and the broader community.
- High attention to detail and persistence in resolving issues and discrepancies.
- Energetic, self-motivated, flexible and adaptable individual who is able to multi-task and work independently in a small, hands-on work environment.

*Interested applicants can email a cover letter, with salary expectations, and complete resume to [hr@artgalleryofhamilton.com](mailto:hr@artgalleryofhamilton.com) prior to the application deadline of Friday, February 9th, 2018. We encourage applications from all qualified individuals; however, only those under consideration will be contacted*

*As an equal opportunity employer, we are committed to establishing a qualified workforce that is reflective of the diverse population we serve. The Art Gallery of Hamilton is committed to providing accommodations throughout the recruitment process. If you require accommodation, please notify us and we will work with you to meet your needs.*