



Contract Employment Opportunity  
Digital Marketing and Community Engagement  
Assistant

Part time: 30 hrs/wk

Pay rate: \$20/hr

Do you love digital communications and working with the public? The Reach Gallery Museum is seeking an organized, personable, and outgoing applicant to support a range of public-facing activities as the Digital Marketing and Community Engagement (DMCE) Assistant.

The Digital Marketing and Community Engagement Assistant will join a dynamic, creative team of established professionals in this contract position exclusively for recent post-secondary graduates. Our candidate will be encouraged to learn many of the skills required to succeed in culture and heritage careers today and will be provided with top-notch mentorship.

The DMCE Assistant will participate in the development and promotion of community engagement events and programs in conjunction with our current exhibitions. Primary responsibilities include:

- Assisting in the design and dissemination of digital communications and programming-related content;
- Utilizing a suite of digital platforms to expand our marketing and communications efficacy;
- Assisting in the development and delivery of educational programs; and
- Building and maintaining relationships with a wide network of partners and stakeholders whose contributions are crucial to the success of our work.

Working under the supervision of the Curator of Learning and Community Engagement, the DMCE will gain experience in:

- Public and educational programming design and development;
- Effective delivery of public and educational programming;
- Programming and exhibition evaluation;
- Digital promotion and marketing for museums and galleries; and
- Print and digital communications & marketing skills development.

Our candidate has excellent communication and project management skills and enjoys a flexible and varied workplace. We're looking for someone who is a recent post-secondary graduate with a diploma or degree in marketing, communications, graphic design, education, public history, Indigenous studies, studio art, cultural studies, anthropology, or an equivalent field related to the objectives of the position.

Familiarity with standard web applications, social media platforms, and the Microsoft Office suite (Word, Excel, Outlook) is required for this job. Experience with digital content development, marketing, communications, or public programming development and delivery are not necessary, but will be considered an asset. Candidates must have a valid criminal record check and driver's license.

The Reach is an equal opportunity employer and encourages applications from candidates who are Indigenous, visible minorities, persons who are differently abled, LGBTQ2+, or new Canadians.

**Rate of Pay: \$20 plus 4% vacation pay**

**Proposed Contract Term (subject to funding): May 1, 2024 – March 31, 2025**

### **Eligibility**

Applicants wishing to be considered for this opportunity must be:

- a college or university graduate;
- a Canadian citizen or a permanent resident, or have refugee status in Canada; (Note: non-Canadians holding temporary work visas or awaiting permanent status are not eligible.)
- legally entitled to work in Canada;
- 16-30 years of age at the start of employment;

We will only interview candidates that have registered for the Young Canada Works Building Careers in Heritage (YCW-BCH) inventory. Learn more here:

<https://www.canada.ca/en/canadian-heritage/services/funding/young-canada-works/students-graduates/careers-heritage-graduates.html>

### **How to Apply**

Cover letters and resumes will be accepted electronically and must be emailed to the Curator of Learning & Community Engagement, Andrea Orlosky, at [aorlosky@thereach.ca](mailto:aorlosky@thereach.ca)

Email your application documents as PDFs and include your name and “DMCE Assistant” in the subject line.

**Applications must be received by 11:59pm on Sunday April 7, 2024.**

We thank all applicants for their interest, however only applicants selected for an interview will be contacted.

Please note that this position is dependent upon the successful receipt of funding from the Young Canada Works Building Careers in Heritage program.