

# JOB POSTING



<b>Job Title:</b>	<b>Marketing Assistant – Student (5 June 2023 – 28 July 2023)</b>		
<b>Position Type:</b>	35 hours per week	<b>Length of term:</b>	8 weeks
<b>Hourly Rate:</b>	\$16.50 per hour	<b>Info. contact:</b>	(613) 507-4014 (office)

Qualified candidates are invited to submit their résumé (or curriculum vitae) with cover letter to [info@kingstonmuseums.ca](mailto:info@kingstonmuseums.ca) with subject line *Marketing Assistant - Student*. Your application must be combined into a single PDF, using the following file name format: **lastname\_firstname\_CSJ\_Marketing\_Assistant\_2023**. **Deadline – Friday, 19 May 2023 – 5:00 pm.**

## Position Description

Working under the supervision of the KAM Office Coordinator and Managing Director, the Marketing Assistant will assist in support KAM's strategic framework through the following tasks and responsibilities:

### ROLES AND RESPONSIBILITIES

- Keyword research and application of SEO strategies to KAM webpage and Blog.
- Assist in collecting and evaluation data analytics associated with social media platforms.
- Establish KAM LinkedIn as resource page for professionals in Kingston and surrounding area.
- Assist in maintaining web content and execute social media promotional strategies with a focus on the following platforms – WordPress, Twitter, Facebook, Instagram.
- Drafting, editing materials, communication copy and visual design for various promotional and marketing initiatives.
- Assist in the creation of in-bound marketing documents and materials.
- Interact with KAM member sites, as well as other community stakeholder and promotional partners as required.
- other tasks as assigned

### QUALIFICATIONS AND EDUCATION REQUIREMENTS

#### Essential

- [meet the requirements of Canada Summer Jobs 2023 eligibility](#)
- preference will be given to advertising and business marketing students
- strong communication and organizational skills; attention to detail is required
- excellent writing and storytelling abilities
- strong understanding of marketing and communication strategies

# JOB POSTING



- technological skills must include familiarity with MS Office suite (Word, Excel, Outlook, Teams), Zoom, Canva, Loomly.
- experience using various social media platforms, including blog platforms
- ability to work independently with minimal supervision
- ability to work under pressure, adhering to project timelines and constraints
- ability to work collaboratively in a team environment
- ability to work flexible hours, that may include weekends

## **Desirable**

- Valid Ontario Driver's License
- Understanding of and/or training in project management principals

## **ADDITIONAL NOTES**

This job will function as a hybrid employment position, with both in-office and at-home work. In order to fulfill this role, you will require consistent access to a computer, a computer camera, and internet access. Appropriate digital equipment will be provided onsite at the KAM office.

## **ERGONOMIC CONSIDERATIONS**

Please keep in mind, due to the nature of the contracted activities and remote working structures, the successful applicant will be working primarily on the computer, in a sitting position, and should prepare their workspace and workspace requirements accordingly. KAM staff will consult with the successful applicant to ensure all health and safety requirements are implemented.

## **Equity, Diversity, Inclusion, and Indigeneity (EDI) Commitment**

Kingston & Area Association of Museums, Art Galleries and Historic Sites (KAM) welcomes individuals of all abilities and perspectives to be a part of our organization.

We uphold the following principals:

- Diversity contributes to the strength and prosperity of our organizations and our community;
- Equity is fundamental to successful inclusion;
- Everybody deserves a safe and respectful work environment;
- Employers play an important role in facilitating successful inclusion for Kingston residents;
- Inclusive, diverse and equitable workplaces benefit all.

Please feel welcome to apply for this position even if you may need support with some of the roles and responsibilities.

# JOB POSTING



## Organization Description

The Kingston & Area Association of Museums, Art Galleries & Historic Sites (KAM) is a professional network and collaborative resource hub supporting and working with Kingston regional cultural heritage sector. KAM first emerged in 1980 as a grass-roots organization and formally incorporated as a non-profit in 2009. We serve our members through four areas of activity: professional development, advocacy, public engagement and collaborative partnerships. We provide access to professional learning and training; collaborative programming initiatives, collaborative marketing programs; peer mentoring, operational support resources; and professional networks at the local, regional and provincial level. Our purpose is to support our members in their work to engage audiences and communities in cultural heritage narratives and experiences. Our members range from federally owned sites with professional staff, to sites which are member-owned and volunteer operated. Some operate seasonally; others, year-round. Many tell the stories and histories of our communities from local, regional and national perspectives. KAM has over 50 members, including art galleries, museums, libraries and archives, historic sites, cultural tourism organizations and individuals. From its inception, KAM was driven by the ideal that by working collaboratively, despite differences in size, mandates and resources, cultural heritage sites and organizations could quite simply, do better together; improving practice and strengthening their connections within and across communities.

***We thank all applicants; however, only those selected for an interview will be contacted.***