

Job Opportunity

Communications & Marketing Assistant



Term: Oct 27, 2021-Mar 30, 2022

Hours per week: 35

Hourly Wage: \$20/hour

Location: Dawson City, Yukon

Closing Date: Monday, Oct 18, 2021 4:30pm

Are you an under-employed youth under 30, who wants to break into digital marketing and communications? KIAC is looking for a communications and marketing assistant!

Reporting to the Executive Director and working along the Communications Committee, the Marketing and Communications Assistant will raise KIAC's profile and increase audience engagement across digital platforms, including www.KIAC.ca, social media channels, and email marketing and communications. The ideal candidate wants to gain digital marketing and social media skills for the professional environment, is self-motivated, and has a strong willingness to gain new skills and knowledge.

The successful candidate will develop the skills to perform the following:

- Create an engaging website that connects with artists, art-lovers, visitors, youth, supporters, & funders.
- Plan and create engaging copy and creative.
- Communicate and engage with KIAC's audience on Instagram, Facebook, and twitter.
- Manage digital communications calendar.
- Compile monthly engagement and audience growth reports, evaluate effectiveness of campaigns, and adapt campaigns accordingly.
- Create campaigns for Black History, Indigenous History, Women's History and Asian and Pacific Islanders months to celebrate and amplify artists on our social media channels.
- Take engaging photos and videos of KIAC events and activities.
- Manage digital assets, and prepare press releases.

To be eligible for this position, applicants must:

- Be between the ages of 15 and 30 years of age at the start of the internship.
- Be legally entitled to work in Canada.
- Be a Canadian citizen, permanent resident, or person who has been granted refugee status in Canada
- Must not be in receipt of Employment Insurance (EI) during the internship.
- Self-assess as underemployed, meaning they are employed below their level of education and/or hold part-time employment.
- Be available evenings and weekends.
- Be an driven, independent learner

To apply for this position, submit a cover letter and resume in one PDF file by Monday, Oct 18, at 4:30pm to:

Lana Welchman, Executive Director

ExecutiveDirector@kiac.ca

The Klondike Institute of Arts and Culture values diversity and accessibility. This position could be performed remotely for the right candidate.