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| Approved By:   | Janyce Ronson |
| Date Approved: | December 2020 |
| Reviewed:      |               |

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| <b>Job Title</b>    | <i>Gallery Representative (Digital Marketing Support)</i>        |
| <b>Reports To</b>   | <i>Marketing Specialist</i>                                      |
| <b>Work Setting</b> | <i>Temporary Part Time<br/>70 hours total over contract term</i> |
| <b>Remuneration</b> | <i>Union position CUPE Local 410, pay grade 1, \$16.00</i>       |

### Key Responsibility

The Gallery Representative position represents the Art Gallery of Greater Victoria to the public, and as such requires a standard of excellence in service. The Gallery Representative will be an integral part of the activities of the Gallery, specifically digital marketing support of AGGV programs and events.

### Duties and Responsibilities

#### Interfacing

##### Internal

- The Gallery Representative maintains a positive working relationship with other members of the staff and volunteers.
- Works cooperatively with others to share information, remain up to date, and gain knowledge of Gallery programs and services.

### Qualifications

- Ability to work from home, with own computer, smart phone and internet access.
- Previous customer service and social media experience required.
- Excellent communication skills, to speak, listen and write clearly in a thorough and timely manner. Ensure that positive and negative public feedback is reported to supervisor in a timely manner.
- Proficiency in all technical requirements of the position including accurate data entry and experience with Adobe Reader and WordPress.

## **SPECIFIC AREA TASKS**

### **DIGITAL MARKETING SUPPORT**

#### **Tasks:**

- Interacts online with media and gallery staff in a positive and welcoming manner, including orientation and providing information relating to the Gallery's collection, public programs and events, as appropriate.
- Online community management: interacts with social media followers by monitoring mentions, likes and tags.
- Maintains a general awareness of free online event listing prospects in the City of Victoria and region.
- Publishes core programming and exhibitions via designated free online event listings; schedules promotion on Facebook, Twitter, Instagram using Hootsuite and Facebook Business Suite.
- Publishes quarterly content from marketing schedule on AGGV web calendar.
- Assists with archiving of press releases, photography, media and media summaries.
- As directed, editing and posting content for AGGV Magazine, and some graphic design.