



<b>Approved By</b>	<i>Nancy Noble</i>
<b>Date Approved</b>	<i>June 2024</i>
<b>Reviewed</b>	<i>Ellen Manning</i>

<b>Job Title</b>	<i>Graphic Designer &amp; Social Media Coordinator</i>
<b>Reports To</b>	<i>Marketing Specialist</i>
<b>Work Setting</b>	<i>Monday to Friday 9 to 5, 35 Hrs/Week. This position may be required to work occasional evening and weekend work.</i>
<b>Remuneration</b>	<i>\$30.16 per hour (Effective March 23, 2024). This is a permanent full-time unionized position - CUPE Local 410. Pay grade 6, pay rates are set in accordance with the collective agreement.</i>

### **Position Summary**

---

The Graphic Designer & Social Media Coordinator supports interdepartmental activities of the Gallery with the archiving, design, production, implementation, coordination, and publishing of digital and graphic needs. These needs include digital marketing, and audio-visual interpretive materials.

Reporting to the Marketing Specialist, the Graphic Designer & Social Media Coordinator collaborates closely on communication planning and serves as a liaison with external contractors including graphic, exhibition, and web designers, videographers and video editors, and printing services providers.

### **Duties and Responsibilities**

---

#### *Social Media & Digital Marketing - 30%*

- Create social media content to sustain and increase community engagement and awareness of gallery exhibitions and programs.
- Stay updated on changes in all social media platforms to maximize their effectiveness, such as Meta Campaign Planner and Meta Business Suite.
- Manage all organic and paid social media, including search engine optimization (SEO) and calendar listings.
- Oversee community management on various channels including Meta and online reviews.
- Coordinate with the Marketing Specialist on communication plans and social media publishing timelines, providing content for approval.
- Ensure website and digital signage content is accurate and up to date; working with the Marketing Specialist to schedule necessary changes.
- Upload video, audio, and other assets to the website, ensuring accessibility and usability, oversee production work on exhibition pages and publish content to the digital signage system.
- Participate in cross-institutional processes as appropriate and as assigned by the Marketing Specialist

## **Duties and Responsibilities (continued)**

---

### Media Production & Coordination - 30%

- Record, edit and finalize online offerings including artist talks, educational videos, live performance videos, live social media content creation within a project team setting.
- Coordinate live online content, provide technical support for simple projects, and coordinate technical support teams for more complex projects.
- Stay updated on changes in Adobe Creative Suite to maximum effectiveness.
- Coordinate organization of recorded and live programs with colleagues across the Gallery, artists, and other external collaborators.
- Gather, organize, proof, and coordinate all digital assets for the museum's digital platforms.
- Work with the Marketing Specialist to manage the production calendar.
- Support the organization, archiving, and ongoing management of the AGGV's digital assets (historical information, curatorial data, and other digital assets as assigned) on the Gallery's archival platform.

### Graphic Design – 30%

- Design and coordinate the production of various materials within a project team setting.
- Design and coordinate the production of exhibition brochures and other written exhibition/program materials within a project team setting.
- Assist with the maintenance and/or repair of exhibition related materials including signage and other graphics and audio-visual content.
- Provide design and production support to other Gallery departments when possible and as needed.
- Procure and provide cost estimates for all projects.
- Create mock-ups, samples, plans, materials, and other information for presentation.

### Other duties - 10%

- Support various dedicated events throughout the year.
- Assist with traveling exhibitions as required.
- May supervise project interns.

## **Communications & Reporting**

---

### INTERNAL

- Reports directly to the Marketing Specialist.
- Maintains liaison with other Gallery staff, fulfilling requirements as a member of a team that includes all Departments of the Gallery.
- Closely consult with the Marketing Specialist on all social media and website publishing.
- Coordinates communication across Gallery departments to ensure timely and successful project delivery.
- Participate in Gallery and Departmental meetings, as required and in any relevant safety or orientation training.

### EXTERNAL

- Consult with external contractors, such as designers and suppliers when required.
- Communicate with the media upon the permission of the Chief Curator.
- Support external collaborators in accessing and managing digital assets.

## **Qualifications, Experience & Education**

---

- Bachelor's degree in visual art, media production, design, or digital communications, or an equivalent combination of education and related design/exhibition experience.
- Advanced photography and video skills, with 2-3 years of experience in a digital production setting (photo, video, audio), including managing associated digital assets.
- Must be a self-starter able to multitask and prioritize, work well under pressure to meet deadlines, and complete assignments timely.
- Excellent verbal and written communication, organizational skills, attention to detail, and strong proofreading skills,
- Comfortable interacting with people from diverse backgrounds, ability to provide courteous and effective service to co-workers, volunteers, and the public.
- Proficient in Adobe Creative Suite, including Illustrator, Photoshop, Adobe Reader, and Adobe Premiere Pro; working knowledge of Hootsuite, Meta Campaign Manager, Meta Ads Manager, and Meta Business Suite; experienced with MS Word, Excel, PowerPoint, Office 365, and Teams, and WordPress. Skilled in all social media platforms and their evolving capabilities.

## **Working Conditions**

---

- Ability to work a full-time, Monday to Friday, 9 am to 5 pm schedule; and evenings and weekends, as needed.
- Hybrid work structure with extended periods of sitting.