



Date Approved by CEO	June 2024
Reviewed by	Nancy Noble and Ellen Manning
Date Reviewed by Union	August 2024

Job Title	Graphic Designer & Social Media Coordinator
Reports To	Marketing Specialist
Hours of Work	Full-time role. Monday to Friday, 9am – 5pm, 35 hrs/week. This position may be required to work occasional evening and weekend work.
Remuneration	\$31.07 per hour (Effective March 22, 2025). This is a permanent full-time unionized position - CUPE Local 410. Pay grade 6, pay rates are set in accordance with the Collective Agreement.

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.
- Manage all organic and paid social media, including search engine optimization (SEO) and calendar listings.
- Oversee community management on various social media channels including 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 and support both digital and print signage needs.
- Participate in cross-institutional processes as appropriate and as assigned by the Marketing Specialist.

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.
- Provide technical support for simple projects and coordinate technical support teams for more complex projects audio visual projects.
- Stay updated on changes in Adobe Creative Suite to maximum effectiveness.
- Coordinate and organize 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 with publishing 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 with photography and video.
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.
- Support external collaborators in accessing and managing digital assets.

Qualifications, Experience & Education

Required

- 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

Preferred

- Working knowledge of Hootsuite, Meta Campaign Manager, Meta Ads Manager, and Meta Business Suite.
- Experience with MS Word, Excel, PowerPoint, Office 365, Teams, and WordPress.
- Skilled in various social media platforms and their evolving capabilities.

Working Conditions

- Ability to work evenings and weekends, as needed.
- Hybrid work structure with extended periods of sitting.