

Communications & Marketing Coordinator Assistant

This position is pending funding by the Government of Canada – Canada Summer Jobs program.

Location:	Clayworx: Ceramic Art Learning Centre, 664 Dundas St. London ON
Salary:	\$18.50/hour
Working Hours:	37.5 hours/week
Start Date:	May 6, 2024
End Date:	Aug 23, 2024
Duration:	16 Weeks

ELIGIBILITY REQUIREMENTS

- be between **15 and 30 years** of age at the start of the employment;
- be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the *Immigration and Refugee Protection Act*; and,
- be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

JOB DESCRIPTION:

Clayworx is seeking a creative, energetic individual to provide event planning and marketing for strategic events and activities that will expand our reach and visibility in the community. They will be resourceful and innovative in promoting and marketing our educational programming, events and retail store to members and affiliates of our organization and to the public, communicating our diverse offerings and high-quality programming.

They will assist the Communications and Marketing Coordinator, and be responsible for engaging in all aspects of event planning and operations (Try Clay Days, festivals and community/cultural events); Liaising with stakeholders (members, staff, volunteers, committees, Board of Directors, community organizations and local businesses.); Coordinating services for events, such as event space booking, catering, entertainment, accommodations, AV equipment, signage, printing, and any other special needs; Organizing and monitoring registration of participants, preparing programs and promotional material, publicizing events; Leading the delivery of the event - scheduling volunteers and activities, physical space layouts, etc.;

They will create a dynamic strategy of scheduled posts, reels and carousels for social media platforms (Instagram, Facebook); filming and photographing classes, events, studio users and their work; updating and maintaining media archives of photos and videos for optimal use in marketing; preparing templates and content in alignment with our mission and brand; assisting with content creation for digital e-newsletters; utilizing Canva and other tools to prepare templates for future marketing and reporting needs.; This role will include aspects of the front-facing and behind-the-scenes operations of the retail consignment store.; Performing day-to-day operations and customer service including: sales, store and gallery display, as needed; Establishing and maintaining effective relationships with customers and with consignees (artists); with other administrative duties as required.

RESPONSIBILITIES:

- Prepare templates for newsletters, reports and social media
- Creation of content for digital e-newsletters and social media platforms
- Organizing and naming photos in archives for better accessibility
- Helping to reinforce our new branding
- Assist with and participate in the design of events or project concepts
- Coordinate all aspects of events (as listed above)
- Perform and evaluate day-to-day operations and customer service for retail store including: cash handling, store display, and marketing and promotional activities specific to the store.
- Communicate with artist consignees to request new stock
- Update displays in store
- Assist with training and scheduling volunteers for the store
- Maintain inventory tracking
- Assist Clayworx staff when needed with special events as they present themselves.

REQUIRED QUALIFICATIONS:

- Previous experience working with graphics applications, print and social media
- Strong computer skills – including Google Workspace (G Suite), Microsoft Suite, Adobe Suite, and Canva
- Some knowledge of operations in a working artist studio (or willingness to learn)
- Ability to communicate both verbally and in writing in a thorough, clear, and timely manner
- Ability to effectively work with others
- Previous customer service or public-facing experience
- Ability to handle multiple tasks, be flexible, be detail oriented, problem-solve, and prioritize in line with organization goals

PREFERRED QUALIFICATIONS AND TRAITS:

- Previous experience planning events
- High level of social competence
- Passion for organization
- High attention to detail
- Strong organizational skills
- Team player

APPLICATIONS REQUIREMENTS:

In a single PDF file (max size 5MB), please include:

- Cover letter;
- Resume (Optional C.V.);
- Up to 10 images of your graphics/design work (optional);

- Reference list (required) or reference letters (optional) - include full names, relationships to you, and contact information.

Please send your application to the attention of the Studio Coordinator and Technician at Clayworx via email to technician@clayworx.ca

Clayworx is an equal opportunity employer committed to fostering a diverse and inclusive work environment. We welcome applications from all qualified candidates and encourage Aboriginal peoples, visible minorities and people with disabilities to apply. Any request for accommodation will be considered throughout the hiring process.

We thank all interested applicants. Please be advised that only those selected for an interview will be contacted.

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Application Deadline: Monday April 15 at noon