

## **The Art Museum is seeking applicants for the appointed position of Communications Assistant**

The University of Toronto is strongly committed to diversity within its community and especially welcomes applications from racialized persons / persons of colour, women, Indigenous / Aboriginal People of North America, persons with disabilities, LGBTQ persons, and others who may contribute to the further diversification of ideas.

The Art Museum is comprised of the Justina M. Barnicke Gallery (Hart House) and the University of Toronto Art Centre (University College). Building on the two galleries' distinguished histories, the Art Museum originates and organizes an intensive year-round program of exhibitions and events that foster — at a local, regional, and international level — innovative research, interdisciplinary scholarship, and knowledge of art and its histories befitting Canada's leading university and the country's largest city.

### **Overview of Responsibilities:**

Reporting to the Business Coordinator, the Communications Assistant works as an integral part of the Art Museum's (administrative, curatorial, programming) team to coordinate effective communication, publicity, and marketing strategies with relevant stakeholders, in accordance with the Art Museum's communication time lines. The position is an 80% scheduled appointment.

The incumbent coordinates with the Curatorial team of the Art Museum to prepare exhibition and programming communications and media kits. This includes preparing written drafts of press releases and advertising materials, as well as sourcing and processing images for multiple uses, including print media, web, and social media related to exhibitions and events, for sign off and final proofing by Art Museum's administrative, curatorial and programming staff.

The Communications Assistant designs all in-house communication materials based on Art Museum templates, including e-newsletters, exhibition brochures, advertisements, and social media; designs title panels, labels and related didactic materials for exhibition displays; and liaises with professional designers and printers for the timely production of exhibition materials as required.

The Communications Assistant works under the direction of the Business Coordinator and in collaboration with the Art Museum team to determine best media promotional strategies. The Assistant will be responsible for implementing promotional plans after

final approval has been given, including all press communications and advertising; and distributing press releases to media contacts both internal and external to the University (general and art-related news agencies). This includes developing and maintaining press contacts, including handling person-to-person calls; and posting to social media (Facebook, Twitter and Instagram accounts) and the Museum's website. The Assistant collates publicity and maintains exhibition press archives.

**Qualifications:**

**(MINIMUM)**

**Education:**

Bachelor's degree or acceptable equivalent combination of education and experience.

**Experience:**

Minimum four (4) years' relevant experience in a contemporary visual arts and culture capacity, preparing and implementing media communications, publicity and marketing; developing new and maintaining effective social media communications, including website and social media platforms; developing media and sector-related contact databases; designing marketing materials including newsletters, invitations, advertisements, brochures and other online and print materials.

**Skills:**

Exceptional writing skills, design and communication skills; deep familiarity with word processing software, email and internet software; design skills (InDesign); website Content Management System experience; capacities to regularly update knowledge and skill sets in advertising, publicity, and marketing strategies.

**Other:**

Excellent organizational and interpersonal communication (both verbal and written) skills, including tact, diplomacy, good judgment; Able to work both individually and as part of a team; capacity to respond in a timely manner to inquiries with follow up communications and materials; familiarity with Art Museum and non-profit organization in contemporary visual art; ability to meet deadlines and to work under pressure.

**Appointment Type:** Budget - Continuing

**Schedule:** 80% FTE appointment

### **Application Process:**

Please submit your application via the [University of Toronto Careers at U of T, Opportunities for External Candidates portal](#). For more information please contact [uoft.careers@utoronto.ca](mailto:uoft.careers@utoronto.ca).

**Deadline for Applications:** September 20, 2019, 11:59pm

**The pay scale for this position at \$46,594 with an annual step progression to a maximum of \$59,586. Please note this position is scheduled as an 80% FTE appointment.**