

Art Museum
University of Toronto
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Justina M. Barnicke Gallery
University of Toronto Art Centre

7 Hart House Circle
Toronto, Ontario M5S 3H3
artmuseum.utoronto.ca

Art Museum

Job Posting: Social Media Assistant

Job Type: Part-time, casual contract (24 hours per week)

Compensation: \$28/hour

Application Deadline: Sunday, September 24, 2023

The Social Media Assistant is integral to the production and implementation of the day-to-day operations of Art Museum's social media channels. The position reports to the Communications Coordinator and is a non-appointed, casual contract at 24 hours per week.

We are looking for a creative, detail-oriented individual who is immersed in social media platforms and has an active social media practice. You enjoy finding stories and transforming existing exhibition materials into engaging, eye-catching, and smart campaigns and content. You will play a vital role in disseminating information about Art Museum's exhibitions, programs, and other institutional news in a timely manner. You will help measure and report on the impact of social media communications. You are on top of new features, developments, and trends, and can suggest new ways to reach broader audiences and deepen audience engagement on Art Museum's social media platforms.

The University of Toronto is strongly committed to diversity within its community and especially welcomes applications from racialized persons/persons of colour, women,

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Indigenous/Aboriginal People of North America, persons with disabilities, LGBTQ+ persons, and others who may contribute to deepen understanding of the complexities of experience and embodiment.

Overview of Responsibilities

- Maintain, update, and grow social media presence of Art Museum's Instagram, Twitter, and Facebook channels. This includes creating eye-catching, engaging, and smart campaigns and content to promote Art Museum's exhibitions, programs, collections, and institutional news in collaboration with the Communications Coordinator.
- Create visual assets based on Art Museum's established templates.
- Publish social media posts accurately, in a timely manner, and with adherence to social media accessibility guidelines.
- Compile information for quarterly and end-of-season reports to help measure impact of digital communications.
- Stay on top of trends, developments, and features, and suggest ways to broaden and deepen audience engagement on Art Museum's social media platforms.
- Additional tasks as required.

Skills Required

- Exceptional social media content production and implementation skills
- Excellent writing skills
- Advanced Adobe Creative Cloud design skills
- A creative thinker
- Excellent attention to detail
- Excellent organizational and time management skills; ability to prioritize and meet deadlines
- Ability to work both independently and in collaboration with colleagues
- Flexibility, willingness to learn, and the courage to experiment
- Knowledge of social media accessibility guidelines an asset
- Video production skills an asset
- WordPress skills an asset

Experience Required

- Relevant experience in the production and implementation of social media communications for contemporary visual arts and culture organizations/institutions

To Apply:

Please submit your resume and cover letter to artmuseum@utoronto.ca with the subject line “Social Media Assistant”. Applications close on Sunday, September 24, 2023.

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If chosen for an interview, you will be required to present samples of your work on social media.

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About the Art Museum at the University of Toronto

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.

artmuseum.utoronto.ca
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