



Plug In Institute of Contemporary Art
 Unit 1, 460 Portage Avenue, Winnipeg, Manitoba, Canada R3C 0E8
 info@plugin.org, www.plugin.org, 1.204.942.1043

Employee Opportunity

Communication Internship - paid

Plug In Institute of Contemporary Art is seeking an enthusiastic and professional individual as our Communications Intern. This is a paid internship opportunity through Young Canada Works. Candidates must be under 30 years old, a Canadian citizen or permanent resident to meet eligibility requirements outlined by Young Canada Works at Building Careers in Heritage.

This is a term position pays 15.50 an hour and will start 7 September 2021 to 25 March 2022, is 40 hours/week and requires some work in the evenings and on weekends.

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The candidate will have an interest in pursuing a career in contemporary arts, particularly as a communications specialist, arts administrator or related career path. The candidate should be between the ages of 18 and 30, have graduated with a degree (BA, MA, BFA, MFA) in arts administration, curatorial studies, visual arts, art history, cultural studies, marketing, media studies, communications, advertising or related fields.

The candidate should have confidence with online platforms, social media and new media technologies. Knowledge of WordPress is an asset. The candidate should also have familiarity with Microsoft software (Word, Excel, Outlook), along with a strong knowledge of In Design, Illustrator and Photoshop.

Working with and reporting to Plug In ICA's Executive Director, the Communications Intern will participate in a broad range of activities that include various aspects of overseeing and being responsible for the communications, marketing and administrative activities of a contemporary art gallery or museum.

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Duties will include:

Communications and Promotions

- Assist in implementing strategies for branding and promoting Plug In ICA as a public facility and attraction, including the gallery's exhibitions, public events and educational programming;



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- Assist in the production and distribution of marketing material, including advertising, program guides, signage, invitations, brochures, posters, banners and more;
- Develop promotional/information-disseminating strategies using electronic media, including multimedia presentations, email promotions, banner ads, social media platforms, etc.

Media Relations

- Assist with the creation and distribution of press releases and press kits, addressing media requests and disseminating project information;
- Collect and manage press clippings in an orderly and efficient manner, producing media reports as requested;
- Assist in establishing and maintaining relationships with local, regional, national and international media personnel in order to promote Plug In ICA effectively.

Digital and SocialMedia

- Liaise with other staff to develop content for online and social media channels;
- Assist in the management of the ICA's social media content calendar;
- Engage in social media conversations connected to Plug In ICA's activities;
- Assist in the communications, marketing design and development of the ICA's website.

Administration and Assistance

- Collect, analyze, archive and report on results of specific communications and marketing initiatives;
- Research marketing and communications strategies and best practices;
- Assist with setting, monitoring and meeting marketing and promotions deadlines;
- Collaborate with tourism and community groups to enhance Plug In ICA's profile.



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Plug In encourages all qualified applicants to apply. Plug In welcomes applicants from Government of Canada job equity groups (i.e., women, persons with disabilities, visible minorities, Indigenous candidates).

As this position is funded in part through the Young Canada Works at Building Careers in Heritage program, all applicants must be registered in the YCW candidate pool and meet the current YCW-BCH eligibility criteria. An individual may be eligible for an internship if they:

- are a Canadian citizen or a permanent resident, or have refugee status in Canada (non-Canadians holding temporary work visas or awaiting permanent status are not eligible);
- are legally entitled to work in Canada;
- are between 16 and 30 years of age at the start of employment;
- are willing to commit to the full duration of the work assignment;
- will not have another full-time job (over 30 hours a week) while employed with the program;
- are unemployed or underemployed;
- are a college or university graduate; and
- are not receiving Employment Insurance (EI) benefits while employed with the program.

Note: Priority will be given to graduates that have not previously participated in YCW internship programs.

Details: <https://www.canada.ca/en/canadian-heritage/services/funding/young-canada-works/students-graduates/careers-heritage-graduates.html>

Interested candidates should submit their CV and letter of interest to Operations Manager, Angela Forget, at angela@plugin.org by 13 August 2021. Please include "YCW: Communications" in the email subject line.