



Plug In Institute of Contemporary Art  
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**Employment Opportunity:**

**Communications and Fundraising Intern**

**Job Title:** Communications and Fundraising Intern

**Program Stream:** Young Canada Works for Heritage Organizations  
(Summer Jobs for Students)

**Length of Assignment:** June 6, 2022 – August 26, 2022

**Hours per week:** 40

**Hourly Wage:** \$15/hr

**Deadline for applications:** May 13, 2022

Plug In Institute of Contemporary Art seeks an enthusiastic and professional individual as our Communications and Fundraising Intern. This is a paid internship opportunity funded in part by Young Canada Works through the Canadian Museums Association. Candidates must be under 30 years old, a Canadian citizen or permanent resident, and be returning to school following the internship to meet eligibility requirements outlined by Young Canada Works.

This term position, from June 6 to August 26, 2022; is 40 hours a week, requiring some work in the evenings and on weekends.

**Job Details**

The Communications and Fundraising Intern will assist with the coordination of communications strategies and fundraising activities undertaken by Plug In ICA. With respect to fundraising activities, there is an ongoing need for the ICA to support our programming, operations and administrative structure through fresh and innovative fundraising initiatives outside of our usual funding structure (e.g., municipal, provincial and federal arts councils). The Intern will assist with the implementation of these activities, specifically fundraising for Plug In's 50<sup>th</sup> Anniversary events. This will include a large-scale exhibition in our two galleries, as well as numerous satellite events (e.g., artists talks, exhibits in other galleries, performances and so on). It is estimated that roughly 20 artists will be taking part in the 50<sup>th</sup> Anniversary celebrations representing a wide variety of backgrounds and artistic practices, and it will require a considerable level of sponsorship and donation to present in the manner that benefits such a momentous occasion. The Communications and Fundraising Intern will be key to the success of securing the resources necessary to implement these celebrations.

Communication - print and social media, press releases, promotions and so on - is a major contributing factor to the success of Plug In's activities, be they exhibitions, public events, outreach activities or educational programming. The Intern, under the supervision and mentorship of the Executive Director, will have an integral role in the development and

carrying out of Plug In's visual and graphic strategies, including but not limited to print and electronic promotions, documenting special events and other responsibilities related to expanding Plug In's presence in the community.

This internship will provide the experience and insight into the demanding responsibilities of fundraising and communications coordination in the culture and heritage sector, developing advanced communications, marketing, event-planning, administrative and organizational skills in the process.

#### **Description of Tasks**

Reporting to the Executive Director, the Communications and Fundraising Intern will participate in a broad range of activities, including:

- Study 50<sup>th</sup> Anniversary budget and identify potential savings and economies; create and revise working budget in consultation with Plug In staff;
- Drafting and negotiating venue rental contracts for artworks;
- Assist in coordinating fundraising letters and other forms of outreach to potential donors and sponsors;
- Assist in implementing strategies for branding and promoting Plug In as a public facility and attraction, including gallery exhibitions, public programs and pedagogical events;
- Assist in the production and distribution of marketing material, including advertising, program guides, signage, invitations, brochures, posters, banner ads, etc.;

- Assist in the development of promotional strategies and information using electronic media, including social media, multi-media presentations, email promotions, website banners, etc.;
- Assist in the creation and distribution of press releases and press kits; address media requests; disseminate information to media outlets;
- Collect and manage press clippings in a timely and orderly manner, producing media reports as requested;
- Assist in establishing and maintaining relations with local, regional, national and international media in order to promote effectively the Institute;
- Assist in the management of the gallery's social media content calendar;
- Assist in the continuing marketing design and development of Plug In's website;
- Assist with updating databases, library and archives; mail-outs and clerical duties, including answering the phone, copying, filing, filling out timesheets and other administrative tasks;
- Other duties as assigned

#### **Candidate Profile**

A successful candidate will have an interest in pursuing a career in contemporary art, particularly as an artist, curator, public educator or related practice. The candidate should be undertaking

a relevant degree or (BA, MA, BFA, MFA) in curatorial studies, visual art, art history, cultural studies, media studies, communications or related fields. The position requires occasional evening and weekend shifts when absolutely necessary.

The candidate should have experience with Adobe design programs such as In Design, Illustrator and Photoshop and a solid ground in Office software, particularly MS Words, Excel and Outlook. The candidate should also have a strong understanding of social media platforms and be quick to learn new media applications.

Experience with WordPress is an asset.

Reporting to the Executive Director, the Communications and Fundraising Intern will participate in a broad range of activities that include various aspects of running a contemporary art gallery, museum or institute, as well as research, writing and administration. The candidate must be able to prioritize competing demands in a dynamic work environment. The position is well-suited for a candidate interested in pursuing a career in the not-for-profit and/or culture and heritage sectors.

All applicants must be eligible for the Young Canada Works, Careers in Heritage program: i.e., they must be Canadian citizens, permanent residents or have refugee status; legally entitled to work in Canada; be of 16 to 30 years of age at the beginning of the Internship; be able to commit to the full 12 weeks of the internship and not have a second full-time job at this time; and have been a full-time secondary or post-secondary student before

the commencement of the work assignment and have the intention to return to full-time studies following the conclusion of the Internship.

Plug In encourages applications from visible and invisible minority group members including Black persons, Indigenous persons, People of colour, women, persons with disabilities, persons across the spectrum of sexual orientation and gender identities, and others with the skills and knowledge to productively engage with diverse communities. We are committed to removing barriers to participation. Should you require accommodation during the application process, please let us know and we will work with you to meet your needs.

**How to apply:**

Interested candidates should submit a curriculum vitae and letter of interest by 5 pm Central Time on May 13, 2022

Plug In thanks all candidates for their interest, but only those to be interviewed will be contacted.

**Please submit applications to:**

Erin Josephson-Laidlaw at [erin@plugin.org](mailto:erin@plugin.org) with the subject line: Communications and Fundraising Internship Application