

Plug In Institute of Contemporary Art is seeking an enthusiastic and professional individual to join us 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 - Careers in Heritage.

This is a term position, from 5 September 2023 to 22 March 2024, is 40 hours/week, and requires some work in the evenings and on weekends.

EDUCATION:

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 within the past 24 months 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 MS Office software (Word, Excel, Outlook), along with a strong knowledge of In Design, Illustrator and Photoshop.

MAIN FUNCTIONS:

Working with and reporting to Plug In ICA's Communications Coordinator, 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.

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;
- 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 Social Media:

- 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.

Outreach:

- Act as front-of-house attendant during Plug In gallery hours;
- Communicate with gallery visitors and acting as Plug In ambassador to the general public;
- Assist with bookshop sales and library lending;
- Collaborate with tourism and community groups to enhance Plug In's public profile in the community.

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.

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).

Interested candidates should submit their CV and letter of interest to Executive Director, Allison Yearwood, at applications@plugin.org by 22 August 2023. Please include "YCW: Communications Intern" in the email subject line.