



Plug In Institute of Contemporary Art
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Employment Opportunity:

Communications Intern

Job Title: Communications Intern

Program Stream: Young Canada Works for Heritage Organizations

Length of Assignment: September 3, 2024 - March 21, 2025

Hours per week: 40

Hourly Wage: \$16/hr

Deadline for applications: August 16, 2024

Plug In Institute of Contemporary Art seeks an eager and professional individual as our Communications 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 a recent graduate.

This term position, from September 3, 2024 to March 21, 2025, is 40 hours a week, requiring some work in the evenings and on weekends.

Main Functions:

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 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-dissemination 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.

Candidate Profile

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 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.

Reporting to the Interim 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. 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 residencies or have refugee status; legally entitled to work in Canada; be of 18 to 30 years of age at the beginning of the Internship; be able to commit to the full length of the internship and not have a second full-time job at this time; and 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.

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 5pm Central Time on August 16, 2024.

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

Please submit applications to:

Gilles Hébert, Interim Executive Director, at
executivedirector@plugin.org with the subject line: Communications
Internship Application