

Bill Reid Gallery

of Northwest Coast Art

Job Title Marketing Intern - 2015 Young Canada Works

Rate of pay: \$13.00 - \$16.00 / hour

Application Deadline: April 30, 2015

Anticipated Start Date: May 11, 2015

Duration of Employment: 16 weeks (dependent upon funding)

Organization: The Bill Reid Gallery of Northwest Coast Art

The Bill Reid Gallery of Northwest Coast Art opened in May 2008 in downtown Vancouver. It is named after Canadian artist Bill Reid (1920 – 1998), the acclaimed Haida master goldsmith, carver, sculptor and writer. The Bill Reid Gallery is dedicated to understanding and appreciating contemporary Aboriginal Art of the Northwest Coast.

Main Objectives:

To provide marketing assistance in creating key audience development tools including marketing collateral, to support public programs, featured fall exhibition, and Gallery membership program. These tools will build audience and increase earned revenues.

Description of tasks:

- Review Gallery marketing plan with Marketing Director for context of work experience
- Learn how to create weekly media listings and concierge listings
- Submit weekly media listings and concierge listings, approved by Marketing Director
- Learn about the Gallery presence on social media, with specific involvement in Twitter and Facebook from Marketing and Sales Associate
- Maintain and monitor Gallery presence on Twitter and Facebook on a consistent basis
- Monitor activity on Virtual Museum site, *The Raven's Call*
- Manage general marketing email and calendar
- Perform audit of Gallery website
- Assist in delivery of Gallery Rental events
- Review general membership marketing collateral of other cultural institutions
- Recommend an approach for updating Gallery membership program
- Meet with Curators to get overview of fall exhibition and public programs
- Assist with the coordination of didactic panels for the fall exhibition

- Under the guidance of Marketing Director, plan a marketing approach to the June public program for National Aboriginal Day
- Develop and refresh general membership and exhibition specific marketing materials needed to achieve audience development goals
- Perform web site audit to ensure consistency and accuracy, and to recommend upgrades to improve effectiveness as an audience development tool
- Develop membership acquisition strategy, create membership marketing collateral and update membership database to support growth of membership program
- Update membership database to ensure membership records are current
- Other duties as assigned

Candidate Profile:

- Post-secondary student studying marketing, public relations and/or arts administration
- Strong computer skills and ability to use Microsoft office – Outlook, Word, Excel
- Familiarity with marketing through social media is an asset
- Professional, highly organized and positive team player with a collaborative work style
- Ability to work independently and within specific deadlines
- An interest in Northwest Coast Art and Cultures is an asset

Young Canada Works Job Requirements:

- Be between 18 and 30 years of age at the start of employment
- Have been registered as a full-time student in the previous academic year and intent to return to school on a full-time basis in the next academic year
- Be a Canadian citizen, permanent resident or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act and
- Be legally entitled to work in Canada in accordance with relevant provincial/territorial legislation and regulations

Please send cover letter and resume to pfairweather@billreidgallery.ca by March 30, 2015

Contact:

Paula Fairweather
 Marketing Director
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The Bill Reid Gallery of Northwest Coast Art is committed to employment equity and welcomes all applications from qualified applicants. While we thank all applicants for taking the time to consider this position, only those applicants selected for an interview will be contacted.