



## JOB POSTING: The ICOM Canada Digital Content & Outreach Coordinator

### **Position Description**

The ICOM Canada Digital Content & Outreach Coordinator is a contract position designed to improve the reach and engagement of ICOM Canada with the Canadian cultural heritage community. The primary goals of this position are to increase membership registration, to increase the number of people reached online, and to deepen networking and digital engagement between ICOM Canada and the community it aims to serve.

As the Digital Content & Outreach Coordinator, you will create, edit, coordinate, post, and manage content for official ICOM Canada social media accounts. You will craft content to promote ICOM Canada membership, offerings, announcements, and events including the annual general meeting held at the Canadian Museums Association conference. You will also ensure consistent messaging and representation of the ICOM Canada brand across platforms.

### **Specific Duties:**

- Manage community and produce content on ICOM Canada's social media platforms
- Manage editorial process and content preparation for all public-facing content on ICOM-Canada's website
- Hosts regular calls with Board members to gather info about what needs to be marketed
- Maintain an editorial calendar/produce content plans for upcoming events and activities.
- Develop content for and produce an e-mail newsletter (2 to 3 times/yr)
- Proactively search for valuable content to the community, distribute on platforms regularly
- Produce regular analytics reports about digital outreach performance
- Identify trends and opportunities to increase reach and engagement
- Report to the Board's Digital Engagement Working Group
- Attend and take minutes of Board meetings, up to 10/year (teleconference)

### **Skills & Experience Required:**

- Bilingual preferred (French/English)
- Experienced cultural heritage content creator - writing/editing for social media engagement
- Ability to create and edit visual media assets (e.g., using iMovie, Photoshop, etc.)
- Knowledge of social media dashboard (Hootsuite, Tweetdeck etc)
- Knowledge of digital analytics tools, ability to set goals, interpret/present findings, and make recommendations
- Service oriented, proactive self-starter
- Excellent oral and written communication skills

This is a part-time telecommuting contract position requiring approximately 7 hours per week. Substantial telephone and online availability during weekday business hours in North American time zones is expected. Remuneration is up to \$25/hour, commensurate with qualifications and experiences. To apply, please send a resume and cover letter to: Viviane Gosselin at [vgosselin@museumofvancouver.ca](mailto:vgosselin@museumofvancouver.ca)

**Deadline to apply: November 25, 2018.**

Starting Date: December 2018.