

## **Public Energy Performing Arts Summer Experience Program Employment Opportunity**

**Job Title:** Marketing and Media Assistant (Contract Position)

**Deadline:** August 27, 2020 at 5pm.

This opportunity is for people who are aged 15 to 24 years (inclusive) at the start of employment, or up to 29 years of age for persons with a disability, within the meaning of s.10 of the Ontario Human Rights Code. This position is being funded by the government of Ontario's Summer Experience Program.

Public Energy Performing Arts is an animator of contemporary dance, theatre, performance, and interdisciplinary work. We are dedicated to supporting the creation, touring, and presentation of innovative contemporary performing arts, and to developing audiences that are knowledgeable and passionate.

The Public Energy Marketing and Media Assistant will be part of a team that creates content and implements a marketing and outreach campaign for the 2020-2021 season. This work will take place across all platforms: website, social media, traditional media, and print, as well as make connections with arts and non-arts groups in the community as a way of building new audiences.

### **Duties**

The Marketing and Media Assistant will assist in the development, design and delivery of marketing plans for Public Energy Performing Arts' 2020-2021 season. The key responsibility is in the design and delivery of marketing materials across multiple digital, broadcast and print platforms. Duties include:

- managing social media
- updating website
- designing graphic elements using InDesign and Photoshop,
- deliver marketing plans
- editing text
- sourcing and selecting photos
- making promotional videos
- managing databases
- assist with program delivery
- documenting and archiving marketing materials in both digital and print formats
- researching, digitizing and organizing archival material.

### **Qualifications**

- Ability to take initiative, plan and organize projects from beginning to end
- Good writing and communication skills
- Good judgment and flexibility
- Ability to work effectively independently, as well as in a team
- Proficiency with a variety of social media platforms
- Education or experience in marketing and communication
- Proficiency with graphic design programs and video editing programs a definite asset
- Knowledge of the arts and the Peterborough community a definite asset

**Hours**

15-20 hours per week (Flexible). Maximum of 250 hours.

**Duration**

September 14, 2020 – December 18, 2020

**Rate of Pay**

\$16.00 per hour

**Location**

140 Charlotte Street, Peterborough

**To Apply**

Applicants are asked to forward their resume or CV, cover letter expressing your interest in the job, and names and contact information of two (2) references to: [submissions@publicenergy.ca](mailto:submissions@publicenergy.ca)

**Contact Info:**

Email: [submissions@publicenergy.ca](mailto:submissions@publicenergy.ca)

Website: [www.publicenergy.ca](http://www.publicenergy.ca)

**Notification**

While we appreciate all applications, only those selected for an interview will receive a response to the application.

**COVID-19 accommodations.** Workplace policies at Public Energy have been established to conform with COVID-19 protocols for office work, including workers not sharing equipment, workstations being physically distanced, and the option of working from home, among others.

Public Energy is an equal opportunity employer and encourages applications from self-identified members of underserved communities, including Indigenous people, people with disabilities, new Canadians, people of colour, and members of the LGBTQ2S+ communities.