



## **Social Media & Community Coordinator, part-time contract**

We are seeking a creative and detail-oriented Social Media and Community Coordinator to join our team. The ideal candidate will have a passion for social media and digital marketing, with a keen eye for trends and content creation, as well as have the enthusiasm to connect with communities in many creative ways. You will work closely with the Visual Arts Nova Scotia and Visual Arts News staff to enhance our online presence and engage with our community across various platforms. As we commit to our strategic priorities of equity, sustainability and connection, we need someone who can fulfill this role with those values in mind.

### **ABOUT THE POSITION**

The Social Media and Community Coordinator will lead VANS' social media and community engagement strategies to promote our mission to support Nova Scotian artists through education, connection and advocacy. The successful candidate will work alongside the VANS team and Board of Directors to identify new ways to engage the community, manage the VANS social media marketing initiatives, and implement new community events and programs to educate, connect, and advocate for Nova Scotian artists. The specific responsibilities of this role are as follows:

#### **EQUITY**

- Work with VANS staff to identify gaps in our outreach strategies and propose initiatives to address them.
- Connect with artists and members outside of HRM to increase our support to artists across the province.
- Help VANS staff and Board forge and maintain partnerships with community organizations that serve equity-deserving populations in Nova Scotia (including Mi'kmaw and other Indigenous artists, Black and African Nova Scotian artists, 2SLGBTQIA+ artists, and artists living with disabilities).

#### **SUSTAINABILITY**

- Plan and execute social media campaigns to drive brand awareness and increase member engagement and loyalty.
- Routinely analyze the performance of social media channels and edit content, timing, and moderation strategies and tactics to optimize engagement and deliver content that best speaks to audiences.
- Be proactive in looking out for social media trends and changes in algorithms, updates, optimizations etc., to always maximize our efforts and performance.

- Work with the VANS team to develop a thoughtful and strategic content plan for all social channels (Facebook, Instagram, X, LinkedIn) with a goal to engage, create conversation, and grow audiences and meet objectives.

#### **CONNECTION**

- Help plan events and programs including but not limited to webinars, live streams, and social media takeovers that aim to foster a sense of community within our membership.
- Be the liaison between member organizations and help promote their events/opportunities on our channels.
- Create engaging and visually appealing content for our social media platforms, including but not limited to Facebook, Instagram, X, and LinkedIn.
- Respond and engage with followers, comments, and messages in a timely and professional manner.
- Monitor and respond to online reviews and maintain our online reputation.

#### **QUALIFICATIONS AND EXPERIENCE**

- 1-3 years' experience in a marketing or digital role.
- Proven social media content creation experience is favorable for this role.
- Background in marketing, specifically related to CPG considered an asset.
- Completion of a university degree with Business, Marketing or Public Relations focus and/or equivalent experience.
- The candidate must be a confident, polished writer who is organized, energetic, creative, proactive, and detail oriented.
- Strong communications skills to engage with external agencies and vendors.
- Demonstrates team effectiveness, building internal partnerships, working with others, and shows respect to all team members.
- Experience with digital marketing and social media software such as Canva, CapCut, SocialPilot (or similar software) is considered a major asset.
- Show personal initiative and demonstrate effective planning, analytical and organizational skills.

#### **WHAT WE OFFER**

VANS operates on a 4-day work week with a hybrid/remote setup, giving you more time for what matters outside of work. Our office is in Halifax and you are able to work there as you please, or have the flexibility of working from home. Alongside your two weeks of regular vacation, we offer an additional paid 2-week holiday shutdown in December-January. Our health benefits are a shared contribution and we prioritize your growth by allocating funds for professional development and scheduling staff connection days.

Our small team is hardworking, pragmatic, supportive and are all deeply invested in the success of artists. We have a small staff of a full-time Executive Director, one full-time Programming Coordinator, one part-time PAINTS Coordinator as well as contract staff, including a part-time Publisher, and Magazine Editor. VANS' staff and Board regularly participate in anti-oppression training and our core values include

equity, sustainability, and connection. We value thoughtfulness, flexibility, and a sense of humour and regularly check in with one another.

**Application deadline:** Friday, September 27, 2024 (11:59pm)

**Start date:** October 21, 2024 (with some flexibility)

**Compensation:** \$25.00 per hour with benefit options, renewable two-year contract (based on funding)

**Hours:** 20 hours per week (part-time hours, division of hours over week is flexible)

**Location:** Remote work (but must be available to attend events in different locations within the province)

**How to apply:** Please submit a cover letter and CV/resume by email to [hire@visualarts.ns.ca](mailto:hire@visualarts.ns.ca) by 11:59 pm on Friday, September 27, 2024. If this presents a barrier to your application, please contact us by email or phone to arrange accommodations.

We are committed to employment equity, and we will prioritize applications from those who self-identify in their application as Indigenous Peoples, Black, Persons of the Global Majority, racialized, 2SLGBTQIA+, newcomers to Canada and/or Persons with Disabilities. If you are a member of a group that has been historically excluded from opportunities, we encourage you to self-identify in your cover letter or resume and to share your pronouns. We are committed to accommodating those with disabilities at any stage of the hiring process. Information related to accommodation measures will be treated in confidence.

We thank all candidates for their interest; however, only those candidates selected for an interview will be contacted. Interviews will be conducted starting on October 7, 2024.

## **ABOUT VISUAL ARTS NOVA SCOTIA**

**Visual Arts Nova Scotia (VANS)** is a registered charity founded by artists for artists in 1976 to support, promote, and advocate for the visual arts sector in Nova Scotia. We believe in a future where a career as an artist is accessible, sustainable, and recognized as an integral part of our communities. VANS supports artists through education, connection and advocacy. We operate across Mi'kma'ki, the unceded and unsurrendered territory of the L'nu people, also known as Nova Scotia. We prioritize artist-to-artist learning through workshops, mentorship, and sharing information about meaningful opportunities. VANS advocates for artists by listening to their concerns, speaking up for their needs, and creating platforms to share their work. Recognizing that equity-deserving artists face additional barriers to a career in the arts, we work to make resources accessible to artists across the province, while prioritizing support for those who are impacted by systemic oppression.