



Do you have a passion for the arts, African dance and an entrepreneurial spirit? *Lua Shayenne Dance Company* (LSDC) is seeking a self-directed, enthusiastic and highly motivated individual looking to combine creativity with community!

Placement Details

Job Title: Digital Marketing Coordinator

Position: Part Time Contract

Part-time hours: 20 hours per week

Salary: \$18.00 per hour

Start Date: November 30, 2020

Term: 3 months, with possibility of extension

The candidate needs to have access to a computer and a phone in order to be able to work remotely.

Company Description

Lua Shayenne Dance Company (LSDC) is a charitable not-for-profit dance company whose work delves into the physical investigation of neo-traditional and contemporary African dance forms and mirrors its African Canadian social and cultural context.

Job Description

This is an exciting opportunity to work within a dedicated artistic family. The Digital Marketing Coordinator is responsible for promoting and raising awareness of LSDC's programs and organizational brand through a combination of website management, social media engagement, community outreach, media outreach, and public relations.

The ideal candidate will be expected to execute a variety of social media strategies for clients and will be responsible for managing content, developing brand engagement on social media, and monitoring client relationships on a daily basis.

You must have excellent knowledge in all social media platforms as well as excellent communication and time management skills. You must also have a strong command of practices and trends in social media marketing, enjoy creativity-based projects, and know your way around content creation/curation and community management! This is a WFH - remote position, so if you are able to work remotely -but collaboratively- this role is for you!

The candidate will work out of their home and meet with the Administrator and Artistic Director at an agreed upon location, following local health regulations. The successful candidate will receive a task list and will be monitored by the Administrator and the Artistic Director of the company.

Job Summary

Reporting to the Artistic Director and the Administrator of the company, the Digital Marketing Coordinator will plan and implement various outreach, marketing, engagement and promotional activities related to LSDC's programs and events. The Digital Marketing Coordinator will also actively contribute to programming efforts, with a focus on audience development and public outreach initiatives.



Requirements and Responsibilities

- Monitor analytics of social campaigns
- Excellent knowledge of social media platforms such as Facebook, Instagram, LinkedIn, Twitter
- Experience in customer service is an asset
- Experience in at least one content management software/analytics tool
- Excellent communication skills
- Ability to multitask
- Ability to work remotely (we are a “bring your own device” agency)
- Excellent time-management skills
- A degree in Communications and/or a related field
- Prior experience in marketing and/or social media
- Active and well-rounded personal presence on social media, with a command of each network and their best practices
- Influencer management experience
- Blog management (formatting/crafting, writing)

WEBSITE UPDATE (30%)

Conduct a comprehensive audit of the LSDC’s website. Coordinate a website refresh, including content updates, repairs to broken links, adjustments to site hierarchy and navigation, implementation of Google Analytics, etc. Regularly maintain and update website content by developing engaging text copy, captivating graphics, and multimedia content.

SOCIAL MEDIA MANAGEMENT (30%)

Oversee the rollout and implementation of the LSDC’s Social Media Calendar. Develop engaging text copy, captivating graphics, and multimedia content for LSDC’s social media platforms, including Facebook, Instagram, Twitter and YouTube. Content Research including proactively follow key accounts and people, implement audience growth tactics. Establish voice and communications protocols specific to each relevant social channel. Respond to incoming questions/requests from audience or forward questions to appropriate LSDC team member as necessary. Digital Advertising Strategy, including creation of Business Manager, Ad Manager and Pixel accounts, campaign structure and set-up, audience creation, creation of ad copy, set-up of ads ;Google AdWords Search Campaign: Layering on Google Remarketing Ads; Online media outlets.

OUTREACH & STAKEHOLDER ENGAGEMENT (30%)

Build, update, and maintain a database of stakeholders including members, artists, media, government, funding bodies, donors, and community partners.

GENERAL DUTIES (10%)

Support program evaluation by developing and administering surveys, conducting focus groups, compiling data and analyzing results. Prepare, produce, and distribute print, digital, and multimedia promotional materials. Provide day to day administrative support as required



Qualifications:

- Have a demonstrated interest in the arts/arts administration and/or nonprofit management
- A diploma or degree in Communications, Marketing, Public Relations, Social Sciences, Visual Arts, Art History or a related field
- At least 2 years' experience in marketing, communications, fundraising or a related field
- Strong verbal, written, and visual communication skills
- Strong organizational skills, and the ability to multitask and meet tight deadlines
- Comfort level with online online research and and seeking out non-traditional avenues
- Strong leadership skills, and the ability to manage projects from inception to completion
- Ability to work independently in a self-directed environment, and as part of a team
- Proficient in computer skills and MS applications including Word, Excel, PowerPoint and Photoshop
- Proficient in social media management
- Some graphic design experience
- Competency in French is an asset
- Familiarity with Wordpress is an asset
- Knowledge of audio/video production is an asset

Personal traits/requirements:

LSDC prioritizes culturally diverse profiles as well as strong skillsets. LSDC is looking for an individual with strong interpersonal, organizational and communication skills, the ability to take initiative, be proactive, work independently and with a team, and meet all deadlines. LSDC values diversity in the workplace because it allows us to better understand and meet the needs of the communities we serve. It helps us foster greater creativity, breadth of experience, and personal growth among our team, and it is essential to our success as an organization.

Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment; and, Have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

How to Apply:

Deadline to submit an application Monday, Nov. 30, 2020 5:00pm. Please send resume and cover letter addressing relevant experience and interest in the position, personal contact information and email contact information for 2 professional references to adminlsdc@luashayenne.com. **Please ensure the email subject line reads - Digital Marketing Coordinator + Name.** Only candidates selected for an interview will be contacted. No phone calls, please.