

Job Title: Digital Media Coordinator

Reporting to the Theatre Manager, the Digital Media Coordinator will be responsible for the coordination and implementation of the Regent's external digital & social media communications initiatives to support community engagement and grow awareness of the Regent's activities. Responsibilities include deploying, measuring and reporting digital and social media tactics to best support the Regent's strategic objectives. The Digital Media Coordinator will be responsible for improving the dynamism of the Regent's digital presence through creation of video content for multi-platform use and tracking performance. They will also be responsible for coordinating internal digital asset management organization, storage and workflows.

KEY RESPONSIBILITIES

DIGITAL ASSET MANAGEMENT

- Coordinate digital media assets received from clients and internal stakeholders for website, social media and print outlets.
- Create an easy to use digital media tracking and storage system in Office 365.
- Update images and news section of the website.
- Update e-newsletters and print ads with appropriate images.
- Work with sponsorship committee to ensure logos are accurately represented on digital materials.

DIGITAL SIGNAGE

- Update digital signage for Front of House and on screen in the auditorium.
- Design digital signage based on graphic template for new window displays and manage updates.

VIDEO

- Edit videos using iMovie, QuickTime Player, Adobe Premiere or other software
- Convert and publish videos to the website and social media channels
- Create and produce interview-style videos to capture volunteer stories for volunteer recruitment campaign
- Photography and videography at live events as required for social media and other internal purposes.
- Work with a variety of footage to assemble video trailers for live events from assets provided by clients.
- Work with sponsorship committee to create an 'become a sponsor' teaser for the 2020 sponsorship campaign.

SOCIAL MEDIA

- Assist Marketing Coordinator with development and implementation of a social media strategy including editorial calendars and tactical plans
- Monitor and moderate social media accounts including, but not limited to, Facebook, Instagram, and YouTube – with a particular focus on video stories.
- Research, write (ensuring writing is clear, compelling and grammatically correct) and/or produce, schedule, and post content for Social Media channels in collaboration with key stakeholders

- Develop new video content and re-purpose existing content for distribution via social channels
- Assist marketing coordinator with creation of digital media plan and creation of dynamic social media posts

STREAMING (pending receipt of equipment)

- Set up and operate digital streaming cameras and equipment.
- Coordinating technical elements of live streaming initiatives (including switching camera feeds).

REPORTING & ANALYTICS

- Gather insights and analytics on social content posted by the Regent
- Assist with online survey design and implementation.

Other duties as assigned.

ESSENTIAL SKILLS:

- Excellent verbal, written and visual (video) communication & research skills
- Strong organizational skills
- Social media savvy
- Strong photo and video editing ability
- Ability to troubleshoot technical challenges with software
- Attention to detail
- Experience with Word Press and Drupal is an asset
- Ability to self-direct and work independently with minimal supervision
- Knowledge of Office 365 is essential
- Experience with Mailchimp and Survey Monkey is an asset
- Must be passionate about the arts
- Knowledge of the County arts and culture scene is an asset

Candidate must be flexible to work evenings and weekends as required.

Access to internet and a computer with video and photo editing capability from home is essential.

Eligibility criteria: This position is funded by the Canada Summer Jobs Program. Candidates must be students or recent graduates and be between 15-30 years of age in order to be eligible.

Must be local to Prince Edward County.

Duration: 16 weeks, part-time

Start Date: June 15, 2020

End Date: October 2, 2020 with possibility of renewal.

Rate of Pay: \$16/hr, 17.5 hours/week.

Location: Work-from-home until emergency measures are lifted, thereafter at The Regent Theatre, Picton.

To apply: Send cover letter and resume to alexandra@theregenttheatre.org before 5PM Monday, June 8, 2020. We thank all applicants for their interest but only selected candidates will be contacted.