



Akin Projects

Job Title:

Marketing Specialist (Part-time)

Job Location:

This will be a Remote position. You will have access to a free shared membership at any Akin Studio location with shared membership options or 50% off a dedicated studio rental of your choice. Remote Gallery is also accessible as a space to work from when it is not in use.

Introduction:

Hi, I'm [Laura Kay Keeling](#) and I support Strategic Initiatives at Akin and am also the Gallery Manager at [Remote](#). I'm a visual artist, and joined Akin as a Studio Member in 2016. One of the things that drew me to Akin's studios is the amazing community that I'm thrilled to still be a part of. I'm currently looking for a part-time Marketing Specialist to join our team to help guide Akin's marketing efforts at a broader level than we're used to.

As the Marketing Specialist, you will have experience with marketing, social media, and the development of brand-identity and customer relationship strategies. You should be a good communicator and work well with a team, with a passion for community building and outreach. Being able to guide long term strategies while at the same time managing the day-to-day will be an asset. It would be great if you've worked remotely before and understand the importance of project management and collaboration. You will work closely with and be supported by the Marketing Committee, Programming Committee, Programming Manager/Specialist (a future hire), Erin Candela (Lead Programming Coordinator), Jen Pilles (Studio Operations Manager), and Emily Gong (Senior Development Associate) and will report to Akin's Director Oliver Pauk and to Akin's Board of Directors.

About Akin Projects

Akin Projects is a Toronto based arts programming organization and registered nonprofit established for the purpose of providing both creative and professional development opportunities to members of Toronto's artistic and cultural community and the public at large. Since 2015, we have been able to support over 2,500 individuals through our offered services. Akin also provides studios and shared workspaces for about 200 artists across 6 locations. Akin is dedicated to providing a working environment that maintains a friendly and inspiring atmosphere where people can work on creative endeavours and entrepreneurial undertakings of all kinds. Akin builds community through monthly art critiques, workshops, open studio events, gallery tours, exhibitions, as well as various other art projects.

For more information about Akin, please visit: www.akin.art

The Opportunity

- Guiding Akin's marketing direction; creating and executing marketing strategy and delivery. Liaising with the Marketing Committee and Programming Committee, and leading the monthly Marketing Committee meetings.
- Creating and disseminating marketing materials to help promote our programming and studio rentals.
- Auditing the current practices and strategies used by Akin and implementing best practices.
- Guiding advertising initiatives.
- Maintaining and managing our website and social media platforms (Instagram, Facebook, Twitter)
- Crafting written deliverables including, but not limited to: press releases, newsletters, pitch decks, partnership decks, blog posts, etc.
- Understanding the personality of Akin in order to foster more studio engagement and connect more artists with our studios.
- Connecting with and understanding the needs of Akin's community.
- Building relationships with other organizations to explore marketing opportunities.

What you bring to the table:

- You have direct experience in digital marketing that builds brand awareness and fosters community engagement. You have experience guiding marketing initiatives and creating long term strategies.
- You have experience with Facebook & Google Ads, social media, and G Suite.

- You are strong in communication methods, practices, and design, and can respond easily and appropriately to contextual shifts.
- You have excellent interpersonal and written communication skills .
- You have experience working with a distributed team as a part time team member or freelancer.
- You are passionate about communication and engagement with your team and community.
- You are not shy about asking questions or voicing the need for support or additional details in order to complete your tasks.
- You care about the arts.
- You are able to work independently and think globally.

We currently use:

- Facebook, Twitter and Instagram as our social media platforms and Hootsuite for social media management
- Mailchimp to manage our newsletters
- Squarespace to host our websites
- Canva for content creation
- Zapier to connect all our tools together
- G Suite, Google Drive, and Slack for our communication needs

Please let us know if you have used different tools, platforms, or services, as we're open to suggestions that will benefit your role at Akin.

Working conditions and physical demands

This role is remote & work from home. Or, if you want to work from a studio location - you can. You will have access to a free shared membership at any Akin Studio location with shared membership options or 50% off a dedicated studio rental of your choice. Remote Gallery is also accessible as a space to work from when it is not in use and staff also have 3 free days rental at Remote Gallery.

How We Hire

1. 30-min screening phone call with Laura Keeling
2. 60-min interview & chat (via Google Meet) with Laura Keeling
3. 60-min interview (via Google Meet) with Hiring Committee members Erin Candela, Kristina McMullin and Chris Wilson
4. Conduct reference

5. Offer + Start!

**Following the advice of Canadian health authorities, to mitigate the risk of potential spread of COVID-19 and support social distancing, all recruiting activities including interviews and new hire onboarding will be conducted virtually.*

**If you have any additional questions regarding this opportunity, please let us know by contacting work@akincollective.com with "Marketing Specialist Questions" in the subject line. Thank you!*

Commitment, Salary & Benefits

This Marketing Specialist role is a part-time, flexible, permanent opportunity with a commitment of 10 - 20 hours a week with an hourly rate of \$18 - \$21/hour to be determined based on experience. We anticipate your hours of work to flex dependent on the projects that are going on. As a member of our team, you will receive 50% off our studio rentals and staff pricing on Remote Gallery rentals, Akin staff also have 3 free days rental at Remote Gallery.

Inclusion at Akin

At Akin, we are working continuously towards creating an inclusive work environment. We welcome and encourage applications from folks of all backgrounds and perspectives to apply. Adapting the Toronto Arts Council's Equity Priority Group Policy, applicants who self-identify as belonging to one (or more) of Toronto Arts Council's Equity Priority Groups (Persons of Colour, Deaf Persons, Persons with Disabilities and Persons Living with Mental Illness, Indigenous, 2SLGBTQIAP) will all be prioritized.

We are committed to providing accommodations and working to meet your needs. To coordinate accommodations or access requests, please email work@akincollective.com with "Marketing Specialist Questions" in the subject line.

To Apply

Please send a cover letter and CV to work@akincollective.com with "Marketing Specialist" in the subject line.

Deadline to apply: Monday May 31st 2021