



SKETCH Placement Description

Position Title: Communications Placement **Department:** Executive Office

Immediate Supervisor: Artistic Director

SKETCH engages young people, living homeless or on the margins, through the arts. Discover more at www.sketch.ca.

Position Summary:

The Communications Placement is a crucial part of the SKETCH Marketing & Communications Team. Responsibilities include creating and implementing social media and website strategies, online content, and traditional offline communications, including participating in a major awareness campaign launching in September. Working within these areas, the Communications Placement will develop skills in digital marketing, copywriting, strategy, and KPI measurement. This position is monitored by the Marketing & Communications Associate.

Communications Placement is a ___28 or 36___ hours per week position, depending on your placement requirements.

Start date: September 5th to December 5th (approx)

Send resume and cover letter to dale@sketch.ca by July 4, 5pm. Interviews will be the following week.

Key Duties and Responsibilities

The Communications Placement will collaborate with the Marketing and Communications Team to support the following areas:

Social Media and Web:

- Coordinate, create and schedule content for SKETCH's social-media and web platforms;
- Track weekly KPIs, and make strategic adjustments accordingly;
- Research and implement new digital strategies to promote SKETCH sites.
- Research and inform potential email marketing strategies to support SKETCH email communications

Communications:

- Develop and coordinate physical signage around SKETCH;
- Co-host events for major donors and corporate prospects;



- Participate in UX testing for our new website (Wordpress);
- Interview stakeholders for communications;
- Photograph activities and events for communications.

General Duties

- Attend weekly Marketing and Communications meetings;
- Attend organizational meetings, as required;
- Complete administrative tasks as required;
- Contribute to creating and maintaining an inspiring, inclusive, welcoming and safe environment.

QUALIFICATIONS & SKILLS

- Excellent at working both independently and with a collaborative team;
- Excellent communication and copy-writing skills, high English grammar skills;
- Experience scheduling and managing multiple social-media platforms;
- Experience with Adobe design software (InDesign, Photoshop, Illustrator) is an asset;
- Photography an asset;
- Develop and maintain a working knowledge of anti-oppression principles and issues impacting marginalized youth such as poverty, homelessness, anger and abuse cycles;
- Possess patience, good sense of humour and flexibility;
- Knowledge of First Aid is an asset.

Other

- Follows policies and procedures and Health & Safety standards and works in a safe manner;
- Follows all protocols.

Strong Assets

- Commitment to being a contributing member to a learning organization.
- Anti-Oppression work and/or experience (or training);
- Commitment to restorative-justice practices;
- Lived Experience or Deep Knowledge of Poverty and Oppression;

This is an unpaid placement, but a travel honouraria will be provided.