

Digital Media Manager – Volunteer position*

About the CSDA/CCAD

The Canadian Society of Decorative Arts/ Cercle canadien des arts décoratifs (CSDA/CCAD) is a national, non-profit organization founded in 1981 for the study, appreciation, and promotion of design and decorative arts in Canada. We believe that the celebration of material culture can bring enthusiasts, collectors, and experts together to share their knowledge and passion in community. Further, we support the preservation, restoration, and creative re-purposing of objects. Our scope embraces a wide range of cultural production from ceramics and silverware to craftivism and weaving, from fashion and architectural elements to musical instruments and transistor radios.

The CSDA/CCAD looks to support a broader mandate of diversity and inclusion.

About the Role

The Digital Media Manager is integral to the CSDA/CCAD's Communications Committee and is responsible for creating content for CSDA/CCAD's social platforms. Platforms include but are not limited to IG, FB, Twitter, LinkedIn, as well as any appropriate new platforms that may emerge. This individual has a proven track record for leveraging the web, social media, digital marketing, and CRM, in order to maximize the potential for multi-directional communications with our key stakeholders and target audiences. This person is also responsible for the analysis of data harvested from our digital initiatives, and for reporting the analysis to the Communications Committee.

RESPONSIBILITIES:

Responsibilities include creating and curating shareable content; determining which platform is best suited for each piece of content; building and managing social media profiles and presence; directing paid search and social campaigns and analyzing the performance of those campaigns while maintaining brand consistency.

The successful candidate will be bilingual in French and English and be responsible for the following:

- Generate, edit, publish, and share engaging content on a weekly basis.
- Post content related to all CSDA/CCAD events (lectures, tours, in-person events, etc.)
- Post content related to *Ornamentum* magazine and *Ornamentum* website.
- Post content related to the CSDA/CCAD quarterly electronic newsletter.
- Engage with CSDA/CCAD followers.
- Perform research on current benchmark trends and audience preferences.
- Report findings and make recommendations to Communications Committee members.
- Attend monthly Communications Committee meetings (virtually)
- Solicit updates from CSDA/CCAD volunteers and *Ornamentum* magazine staff during Communications Committee meetings.

SKILLS & QUALIFICATIONS:

Education

- University degree in technology, communications, media, knowledge mobilization, and/or field of fine arts/decorative arts or other relevant fields.

Languages

- The position requires a candidate with excellent written skills in French and English. Additional languages are an asset.

Experience

- Related experience with content management, communications, and technology.
- Design skills and the ability to deliver creative content (text, image, and video) is an asset.
- Copywriting skills is an asset.
- Working knowledge of SEO, keyword research and Google Analytics.
- Experience using design tools such as Canva, Visme, etc.
- Excellent communication skills.
- Analytical and multitasking skills.

Desired Skills

Ability to take initiative and work independently on a range of projects simultaneously and effectively with minimal supervision. Highly organized, detail-oriented, and self-motivated. A passion for having a positive impact on the decorative arts industry and guiding community through material arts news and activities.

1. Social Media

- Connected to the continual evolution of social media, aware of the latest technological and social networking tools and trends.
- Established social media expertise using Twitter, Facebook, LinkedIn, Instagram, YouTube, Vimeo, and other relevant networks.
- A well-developed social media following in fine art/decorative arts network and/or another related field considered an asset.
- Ability to cultivate new communities of users by monitoring relevant conversations.

2. Content Creation

- Ability to research and locate content related to decorative arts, design, and material culture throughout Canada.
- Ability to write short articles, promotional pieces, research summary documents, and compile and edit longer documents.
- Work with vendors who can film and edit short videos.
- Manage timelines for the production and dissemination social media posts.

3. Technology

- Advanced experience working with file sharing using PCs, Macs and MS Office is mandatory.
- Experience using work management platforms such as Google Drive is a must.
- Some familiarity with open-source alternatives is an asset.
- Working knowledge of Adobe Creative Suite and Adobe Premiere/Final Cut Pro considered an asset.

*Note, this position will start out on a voluntary basis with the ability to move into a contracted position upon review of performance after three months' time.

Candidates should submit a **cover letter AND resume to julie@csga-ccad.org by Friday, May 5th**. We thank all applicants for their interest. Only those selected for an interview will be contacted.