



1859 Kingston Road,  
Scarborough, ON  
M1N 1T3  
T: 416-698-7322  
F: 416-698-7972  
W: scarborougharts.com

Scarborough Arts  
 @scararts  
 @scarborougharts

Registered Charitable No.:  
1326 89704 RR0001

## Schedule A

### Scarborough Arts

Scarborough Arts, a non-profit charitable organization, serves the Scarborough community by developing, delivering, and promoting innovative arts programming and cultural initiatives in collaboration and partnership with the community. We bring artists to the community, and community to the arts. Scarborough Arts is one of six (6) Local Arts Service Organizations (LASOs) mandated to bring arts, cultural and advocacy initiatives to neighbourhoods outside the downtown core (*for more info, please see LASO Brochure 2019-20 [attached]*).

**Job Title:** Marketing & Communications Assistant

**Reporting:** Program Manager and Executive Director, Scarborough Arts

**Contract Length:** 1-year, with possibility of extension

**Compensation:** \$20/hr for 22 hours per week

**Hours of Work:** Tuesday and Thursday, 9am – 5pm, and Friday 10am – 3pm

**Start Date:** Monday March 16<sup>th</sup>, 2020

**Date Posted:** Wednesday February 12th, 2020

**Date Closing:** Tuesday March 3rd, 2020 @ 11:59pm

***Interviews will be held at Scarborough Arts, 1859 Kingston Rd., Scarborough, ON M1N 1T3 on March 9th - 11th, 2020. Only those selected for an interview will be contacted.***

### Position Description:

An integral part of the frontlines team at Scarborough Arts, the Marketing & Communications Assistant reports to the Program Director and Executive Director. This part-time role is responsible for the creation / coordination of creative assets such as posters, postcards, brochures, digital advertising, and other designs as needed, as well as the management of the organization’s website, social media accounts and local media outlets and organizations. The Assistant is responsible for compiling, writing and approving the organization’s monthly newsletter, as well as any other brochures and news and notes for public circulation. The Assistant will be responsible for various programmatic and organizational outreach initiatives, calls for volunteers and artists, press releases, and – on occasion – will develop funding / sponsorship infographics and designs for events such as our Annual General Meeting, as well as for prospective sponsors / funders, and other programs as required.

## **Primary Responsibilities:**

1. As part of the frontlines team, the Marketing and Communications Assistant works closely with the Program Manager to collect, synthesize and design on-brand creative assets and communications for the organization
2. Develops, approves and circulates all newsletters, press releases and external / donor communications
3. Has vision and drive to curate an exciting and interactive social media platform, and updated branding approaches for SA
4. Eager to collaborate on revitalizing SA's branding and image, enhancing organizational relevance and public engagement levels
5. Works with the SA team to create internal documents for circulation and organizational communications
6. Liaises with printing partners / houses and coordinates all printing needs
7. Strong technical aptitudes and ability to learn new systems / databases with ease, as well as the operation of our in-house printer for maximum efficiency
8. Has creative vision with the ability to gather all relevant data, collaborate with team members and develop branding and on-brand creative assets and materials to support the organizations' programs and initiatives
9. Able to produce work quickly with advanced skills in creative design suites, including InDesign, Photoshop, Illustrator, etc.
10. Attends events and takes / produces photos that can be used in organizational promotional materials and resources
11. Supports the program team in the delivery of all of Scarborough Arts' programs and workshops, including:
  - a. Healthy Arts for Seniors
  - b. EAST: Youth Collective
  - c. Pollinator Garden & Botanical Illustration Classes
  - d. Project Kids with Cameras
  - e. Reel Scarborough
  - f. SA Workshop and Professional Development Series
  - g. SA's Artist in Residency Program
  - h. The Annual Juried Exhibition / Big Art Book
  - i. And, many more
12. Works with a number of personnel, including management staff, frontlines staff, assistants, co-op students, interns, board members and volunteers
13. Initiates community outreach by liaising with schools, community organizations/coalitions/guilds, and agencies as a representative of Scarborough Arts
14. Participates in strategic planning and other operational initiatives as needed

## **Duties:**

### **Design & Create**

1. Passionate about developing marketing materials and initiatives that support important cultural, artistic and economic development activities across the Scarborough region
2. Advanced skills in design, including advanced skills and experience using Photoshop, InDesign, Illustrator and the Adobe Creative Cloud Suite
3. Comfort and competency in social media (Including Facebook, Instagram, Twitter, etc.) and external communications
4. Ability to follow direction and protocol in designing various marketing assets
5. Strong aptitude and competency in database management, web design and programming, creative asset development, etc.
6. Ability to develop the organization's "voice" in written materials
7. Strong writing skills and attention to detail
8. Excels in a fast-paced, high-volume environment with competing deadlines
9. Enjoys team work and collaborative working / learning
10. Provides high-quality, world-class customer service to all stakeholders

### **Programming Support & Creative Asset Development**

In addition to the aforementioned duties, the Marketing and Communications Assistant shall:

1. Work closely with the Program Manager to set goals and objectives for each program's design and marketing needs
2. Produce works with both expedience and care
3. Understand and maintain approval processes of creative / communications documents with management and direct reports
4. Manages a complex calendar of competing deadlines with comfort, competency and ease
5. Identifies evolving industry trends and opportunities for non-profit marketing and fund development, such as contests, auctions, social media campaigns, etc.
6. Designs relevant, timely and impacting marketing approaches to elevate the profile of Scarborough Arts to reach a wider audience for program engagement, awareness building and advocacy, civic engagement, and sponsorship / funding

### **Community / Client Relationships**

1. Works closely with current and potential community partners to strengthen and enhance relationships with local community stakeholders and the broader GTA

2. Identifies key opportunities and areas to develop the organization's marketing and communications efforts
3. Works on joint LASO marketing projects, as required
4. Works on joint community partnership marketing projects, as required

## **Demands:**

### **Knowledge / Skills / Abilities / Qualifications**

1. University Degree / College Diploma in Marketing & Communications, Public Relations, Visual Arts and Design, and/or extensive experience in a related field required
2. Knowledge, skills, and training in the following programs required:
  - a. Adobe Creative Suite / Creative Cloud
  - b. WordPress and other web development / programming tools
  - c. CiviCRM, MiCharity, Sumach, Salesforce, Blackbaud, and / or related donor / management software / databases considered an asset
  - d. GSuite / Gmail / Google / Google Forms / Google Drive
  - e. MS Office Suite (Word, Excel, Power Point, Outlook, etc.)
  - f. Mail Chimp / List Management Software
  - g. PayPal and other financial EFT platforms
  - h. Other programs, as required
3. Ability to quickly and competently learn software and design programs considered an asset
4. Excellent interpersonal, organizational and communication skills
5. Proactive, entrepreneurial approach to work and ability to "manage up" to direct reports
6. Comfort and enthusiasm about working with children, youth, adults, seniors, volunteers and community groups from inner city neighbourhoods, Neighbourhood Improvement Areas, and the suburbs through various arts/mediums and community-arts programming
7. Expertise in communications planning, design and delivery, including goal setting, devising critical paths and workback plans, evaluation and reporting techniques
8. Has a strong understanding of the requirements of logo placement / branding of partner organizations and funders on creative assets and communications, and is able to follow directions accurately, and with a high degree of detail orientation
9. Proactively communicates issues / concerns / successes with the management team in order to prepare, monitor, and manage project timelines / work plans, and reports on marketing and communications activities with all staff during meetings and debriefs.
10. Maintains strong working relationships and communicates transparently and proactively with management in all endeavors.
11. Has the ability to follow instruction and integrate constructive feedback into workflows

### **Working Conditions**



1859 Kingston Road,  
Scarborough, ON  
M1N 1T3  
T: 416-698-7322  
F: 416-698-7972  
W: [scarborougharts.com](http://scarborougharts.com)

 Scarborough Arts  
 @scararts  
 @scarborougharts

Registered Charitable No.:  
1326 89704 RR0001

The Marketing & Communications Assistant normally works in an office setting at Scarborough Arts' offices at 1859 Kingston Road, Scarborough, M1N 1T3, although there are times the incumbent will be off-site at schools, facilities operated by other organizations and in the community.

While the majority of the responsibilities will take place during regular operating hours (9:00am – 5:00pm) on weekdays (Monday – Friday), there will, at times, be occasions when weekend and evening duties will be scheduled and it is expected the Marketing & Communications Assistant be available to staff these events and activities where possible.

For more information on Scarborough Arts, and the Local Arts Service Organization (LASO) program, please see the brochure (attached), or visit our website at [www.scarborougharts.com](http://www.scarborougharts.com).

## **APPLICATION INSTRUCTIONS**

Please review the job description in detail and send your application package to [hello@scarborougharts.com](mailto:hello@scarborougharts.com) listing “**Attn: Executive Director – SA Marketing and Communications Assistant Application – FIRST NAME / LAST NAME**” as the subject line.

Applications must include: 1.) Cover Letter, 2.) Resume and 3.) Three [3] Professional References all merged into one (1) PDF document.

Interviews will be held at Scarborough Arts (1859 Kingston Road) on **March 9 – 11, 2020. *Only those selected for an interview will be contacted.***

No phone calls or walk-ins please.

Scarborough Arts is an equal opportunity employer and is committed to diversity in the workplace. We encourage all qualified applicants to apply.



# BRINGING THE ARTS TO YOUR NEIGHBOURHOOD

## WHO WE ARE

The Local Arts Service Organizations (LASOs) Program supports the City of Toronto's Strong Neighbourhoods Strategy in underserved geographic areas as well as the Economic Development and Culture Divisional Strategy of inclusion and equity in areas outside the downtown core. With the City's investment, we leverage partnerships and other funding sources to provide inclusive and affordable opportunities for local residents, artists, and arts organizations. As anchor community arts organizations in Toronto, we promote the arts at the local level, making culture a part of the daily fabric of community life.

## WHO WE SERVE

Our free arts programs offer something for all ages, skill levels, abilities, and interests. We engage children, youth, families, seniors, members, volunteers and artists of all disciplines. We support under-served communities through arts programming, activities and events in 20 wards across the City of Toronto.

## OUR ANNUAL IMPACT 2018 - 2019

300,708

ATTENDED LASO PROGRAMS & EVENTS

13,250

CHILDREN & YOUTH PARTICIPANTS

1,125

ARTISTS EMPLOYED

376

DONORS

430

COMMUNITY PARTNERS

519

PROGRAMS & EVENTS



# CONTRIBUTIONS WE MAKE TO OUR COMMUNITIES

## ARTS EDUCATION IN TORONTO'S NEIGHBOURHOODS

Engaging community members to explore their creative talents and develop new skills, providing opportunities to meet and connect, supporting emerging and established artists, and promoting volunteerism.

## COMMUNITY BUILDING

Providing spaces of belonging to all Torontonians through local arts, cultural, economic development, and advocacy activities.

## SERVICES & RESOURCES

Providing direct services such as networking opportunities, workshops, free resources, meeting spaces, promotion and communication to residents as well as professional development opportunities for artists.

## BRINGING TOGETHER ARTS & BUSINESS

Partnering with local businesses to support arts initiatives and festivals, and contributing to local cultural tourism.

## CREATING CONNECTIONS

Forging new partnerships and collaborating with diverse stakeholders (e.g., schools, social service agencies, and libraries) using the arts as a means to build and strengthen community.

# WHERE TO FIND US



northyorkarts.org



scarborougharts.com



urbanartstoronto.org



Search for Local Art Service Organizations at [www.toronto.ca](http://www.toronto.ca)



SummerArts camp at Artscape Weston Common.  
Photo by: UrbanArts.



Mural Jam on Finch Ave. W.  
Photo by: Sharon Mendonca.



#EastEndLove Exhibition. Photo by: Aniqah Rahman.



Sunday Serenades at Mel Lastman Square.  
Photo by: Goun Lee.



Youth Poetry Slam at Lakeshore Arts Storefront.  
Photo by: Henry Chan.