

TD Communications & Engagement Assistant

Term: One year, Limited-Term Employee

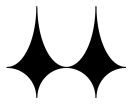
- Length of Assignment: Part-time work consists of up to 24 hours per week
- Location: Toronto, ON; onsite and occasional remote work as required
- Hourly Wage: \$23.00 per hour worked, less applicable withholdings and statutory deductions

Duties & Responsibilities:

Reporting to the Operations & Development Manager, the TD Communications & Engagement Assistant supports gallery communications, outreach, and administration. They are responsible for growing audiences for exhibitions and events by implementing marketing strategies and building outreach with relevant stakeholders.

1. Communications (55%)

- Assist the Director & Curator and Operations & Development Manager in developing marketing strategies for exhibitions, programs, community and stewardship events
- Support content creation efforts that tell compelling stories around Mercer Union's exhibitions, programs, and fundraising activities
- Maintain Mercer Union's identity across all platforms, ensuring appropriate application of in-house style and brand guides
- Introduce new marketing initiatives to boost engagement and broaden online audiences
- Draft, design and distribute communications materials, including graphics and text for e-newsletters, social media, and advertisements in consultation with the Operations & Development Manager
- Organize content calendar for communications and promotional materials
- Create and distribute press releases and press kits, liaising with Curatorial staff on content delivery
- Maintain the physical and digital archive for all press coverage of exhibitions and events; produce media reports as needed
- Maintain Mercer Union's mailing lists for electronic and print communications
- Liaise with Operations & Development Manager on electronic and print communications scheduling, including brochure mail-out, delivering communications to schedule
- Develop and maintain press contacts; offer and coordinate press tours
- Collaborate with Curatorial staff to design exhibition vinyl, signage and brochure; liaise with external designers and printers as needed for the timely production of exhibition materials
- Update the gallery website with exhibition and program announcements, documentation, and other information as needed on a regular basis; ensure that information on the website is up-to-date and accurate



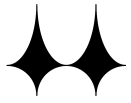
- Support the production of fundraising-related materials including impact reports, annual reports, fundraising campaigns, case for support documents, and donor recognition activities
- Ensure partners, funders, and donors are properly recognized on all communications properties
- Work with programming partners to ensure Mercer Union is recognized in all shared marketing and promotional materials

2. Audience Engagement & Outreach (30%)

- Liaise in a friendly and professional manner with all Mercer Union visitors, and field comments and inquiries as required
- Prepare and send individual, personalized communications for public and private event invitations, thank you letters, and other initiatives as outlined by the Director & Curator
- Invite, facilitate and deliver tours for educational and community groups in the gallery
- Develop and maintain relationships with educational and community partners
- Aid in the coordination of gallery events and public programs (in-person and online), including facilities, materials, catering, and registration
- Liaise with external service providers including videographers, photographers, and publicists for the documentation and promotion of exhibitions, programs and events
- Facilitate the production and publication of artist-led video walkthroughs by: coordinating and conducting recorded interviews, overseeing the editing process, and distributing the final video and clips through Mercer Union's website and social media
- Monitor and collate audience data, including visitor numbers and digital engagement, for reporting and analysis
- Propose and facilitate community outreach activities to engage new audiences, including participation in fairs and other external events

3. Administration (10%)

- Provide administrative assistance to Development and Curatorial staff as required, including updating project workback deadlines in project management software
- Assist in preparation for Board and Committee meetings by compiling information for Directors' and Programming reports
- Maintain donor, audience, and press contacts in the CRM; conduct regular maintenance and data imports to support the hygiene and functionality of the database
- Provide creative and administrative support for fundraising campaigns and related communications
- Assist in the development of grant reports, proposals, and applications by compiling support materials, documentation, activity lists, statistical information, and drafting copy as required
- Prepare onsite signage to be used during in-gallery events and in the office as needed



4. General Gallery Duties (All Staff) (5%)

- Open and close the gallery; set up and shut down exhibitions as necessary
- Stock brochures and ensure public spaces are organized; conduct weekly gallery cleaning and daily gallery upkeep
- Greet visitors to the gallery
- Keep attendance
- Answer questions; coordinate and lead tours; manage tour requests via phone or email
- Direct questions and requests to appropriate staff members; answer general inquiries
- Attend and participate in staff meetings