



About The Alcove Centre for the Arts

The Alcove Centre for the Arts is a nonprofit organization based in Calgary, AB that is aimed at making art more accessible in the community and to support the local arts industry.

Our main activities include hosting live performances and public events, facilitating workshops teaching all types of artistic mediums, and curating a Collaborative Arts Space, a place for anyone to come hang out, be social, and get creative!

We are a young organization that is growing quickly and need support in managing our social media marketing and growing our digital presence.

Our primary social media platform is Instagram with 1500+ followers and we are hoping to grow our footprint on other platforms such as Facebook, LinkedIn, YouTube, Twitter, TikTok, etc.

About the Role

The Social Media Coordinator will be responsible for assisting the development and execution of The Alcove's digital marketing strategy including managing the various social media accounts.

The ideal candidate will be a university student or recent graduate with 1-3 years of relevant experience.

This is a great opportunity to gain professional experience in the digital marketing space and make a direct impact in the community.

*This is a **volunteer position** with the possibility of turning into a paid position in the future.*

Responsibilities include, but not limited to:

- Manage social media accounts (Instagram, Facebook, etc) including scheduling posts, writing captions, interacting with followers etc.
- Collaborate with team members to create the content calendar each month.
- Create informative and aesthetically-pleasing social media posts for multiple platforms including:
 - Event posters
 - Workshop information
 - Event/workshop highlights



- Artist/Facilitator spotlights
- Creative short-form videos
- Attend weekly Communications Team meetings
- Organize and catalog existing digital assets (photos, videos, posters, articles, etc)

Must Have Skills/Qualities:

- Social media savvy; ideally have experience managing a professional social media account (Instagram, Facebook) for a business or organization
- Proficient with Google Docs, Sheets
- Experience with Canva
- A willingness to learn and make an impact to the organization

Nice to Have Skills/Qualities:

- Experience with Photography (Event/Portrait/Product)
- Experience with Videography
 - Producing short-form videos (Instagram Reels, TikTok)
 - Shooting event footage
- Understanding of SEO principles
- Experience with editing software such as Adobe Creative Suite (Photoshop, Premiere, etc).
- Experience with WordPress for web-design and/or blogging
- Copywriting & proofreading
- An interest in Calgary's local art scene/industry

Work Conditions

Our Operations Team currently operates remotely but we will be moving into a physical office shortly. This is a remote position however there may be occasional onsite work required.

We are looking for someone who can commit a minimum of 5-10 hours per week (flexible hours except scheduled meetings).

You must have your own laptop/personal computer.

Please email a resume and cover letter to info@alcoveartscentre.ca with the subject line "SMC application" to apply, as well as samples of your work that are relevant to this role.