

Digital Content Producer

Canada Summer Jobs
2018 Summer Student



JOB TITLE: Digital Content Producer

POSITIONS AVAILABLE: 1 (Dependent on funding from CSJ)

SALARY: \$14.00/hr, 35-hour week

START/END DATES: May 7 – August 24, 2018

DEADLINE FOR APPLICATION: Monday, April 16, 2018

LOCATION: Museum of Health Care at Kingston www.museumofhealthcare.ca
Ann Baillie Building NHS, 32 George Street, Kingston, ON K7L 2V7

INFORMATION

The Museum of Health Care at Kingston is Canada's premier resource devoted to bringing to life the story of health and health care. The Museum strives to connect visitors with the experiences of people in past times and provide context and perspective on today's health issues. To help Canadians better understand this history, the Museum preserves, interprets and promotes the rich material legacy of our medical and health care past.

The Digital Content Producer will use their demonstrated video production, graphic design, and website management skills to produce and share high-quality digital content intended for the general public.

Projects to be undertaken include:

- Editing video, audio, and image files to produce a variety of content for the Museum's website and social media channels
- Producing promotional videos to support the Museum's marketing and advancement efforts
- Creating multi-media content to enhance the Museum's educational programming
- Expanding and promoting the Museum's YouTube series highlighting artefacts from the Museum's collection
- Refining and completing upgrades to the Museum's digital visitor survey
- Analyzing website and social media traffic data
- Updating and optimizing the Museum's website using a content management system
- Providing back-up support to frontline visitor services as needed.

SUPERVISION

Museum Manager Kevin Moorhouse will supervise and provide ongoing hands-on instruction in content development and research, graphic design including the Adobe Creative Suite, video production and editing, and use of the Museum's content management system. The supervisor will meet with the student on a regular basis in order to review project developments and answer questions.

CANDIDATE PROFILE:

You must be a college or university student with confirmed Canada Summer Jobs (CSJ) eligibility prior to your application. Candidates for this position must be: between 15 and 30 years of age at the start of employment; enrolled in full-time, post-secondary studies and returning full-time to school in the fall of 2018; a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act; and, legally entitled to work in Canada in accordance with relevant provincial/territorial legislation and regulations.

The Digital Content Producer will demonstrate the following competencies and qualities:

- Ability to film and edit videos
- Experience with Adobe Premiere Elements 14, or access to another video editing suite
- Graphic design experience. Strong knowledge of the Adobe Creative Suite preferred
- Experience using social media on behalf of an organization and ability to produce content following an existing social media plan
- Experience with content management systems
- Computer science, database, CSS and HTML skills are not required but will be considered assets
- Knowledge of Google Analytics, Facebook Insights, or other analytics tools
- Knowledge of search engine optimization
- Resourcefulness with respect to using limited equipment and software
- Detail-oriented and precise
- Works well on their own with minimal supervision
- Ability to work as part of a team
- Good time management skills
- Excellent English language communication skills
- French proficiency is not required but will be considered an asset

Academic and/or employment experience in the following fields will be considered assets: graphic design, audio/video production, photography, computer and information sciences (especially SEO, web design, and web management experience), marketing, and communications. Additionally, experience developing digital content for a variety of age groups as well as use cases (i.e. educational- versus entertainment-based content) is also highly valued. Academic studies or interest in Canadian history will also be considered an asset.

Eligible applicants will:

- Meet the requirements of CSJ eligibility; selection of candidates and interviews cannot proceed until this is confirmed
- Be able to reside in the Kingston area during the work week for the duration of the contract

All qualified candidates are encouraged to apply. The Museum of Health Care is committed to employment equity and diversity in the workplace and welcomes applications from women, visible minorities, aboriginal people, persons with disabilities, and persons of any sexual orientation or gender identity.

*Please note that the Museum of Health Care is a scent-free environment and does not have parking.

To apply for this position, please electronically submit your cover letter, résumé and confirmation of CSJ eligibility by

4:30 p.m. on Monday, April 16th, 2018 to the attention of

Kevin Moorhouse, Museum Manager moorhouk@kqh.kari.net

Please indicate in your cover letter and email subject heading that you are applying for the Canada Summer Jobs **Digital Content Producer** position as we have various positions available.

SEND RESUME Attachments in Microsoft Word, Rich Text, or PDF format **only** please