



Work at Apartment613

Position	Marketing Coordinator (part-time)
Closing Date	August 6, 2021
Start Date	August 30, 2021
End Date	November 7, 2021
Hours	20 hours per week
Rate	\$15 per hour

▮ ELIGIBILITY ▮

As determined by Canada Summer jobs, applicants must meet the following criteria:

- Based in the Ottawa-Gatineau region;
- Be between 15 and 30 years of age (inclusive) at the start of employment;
- Be a Canadian Citizen, permanent resident, or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act;
- Be legally entitled to work according to the relevant provincial/territorial legislation and regulations.

▮ BACKGROUND ▮

Apartment613 Community Initiatives is a registered not-for-profit media organization. Our main activity is apt613.ca, an award-winning hyperlocal blog dedicated to uncovering the best of Ottawa-Gatineau arts and culture; named "Best Community News Website" by the Canadian Online Publishing Awards in four consecutive years (2020, 2019, 2018, 2017). It's a platform for news and ideas, arts previews, podcasts and videos produced by 300+ volunteer contributors since 2009. Visit apt613.ca/about to learn more.

▮ RESPONSIBILITIES ▮

The @apt613 social media team works primarily on three platforms: Twitter, Facebook, and Instagram. Your team's responsibilities include:

- creating original posts to share blog/youtube material in @apt613 channels,
- curating social media content by our contributors, partners, and readers,
- responding to our audience when somebody sends @apt613 a message,
- live social during events and festivals

- moderating the <<http://facebook.com/apt613/events>> calendar,
- supporting contributors, which may include polling @apt613 followers; and researching information a writer can use for a story they're working on,
- supporting the editors, which may include making simple edits to blog posts (spell checks, corrections and grammar).

▮ SKILLS & EXPERIENCE ▮

The ideal candidate will possess some or all of the following skills and experience:

- A minimum of six months relevant experience in a multimedia environment, creating and disseminating digital content
- Excellent creative writing ability that will engage the audience on any @apt613 platform (Twitter, Facebook, Instagram, YouTube)
- Flexibility with regard to hours of work (daytime, evening, weekday, weekends) as well as the ability to work independently and with teams, as needed
- You have a natural sense of how to use photos and video to drive audience engagement on social media, but your intuition is backed up by what you have learned from analytics
- Ability to moderate online communities and social media apps, including live chats and web streaming
- French language skills are considered an asset
- Familiarity with Wordpress, Gmail, Slack applications is an asset

We encourage applications from candidates who meet some or all of the ideal qualifications. If you don't have direct experience in some of these areas, we ask you to let us know about any other experience that has equipped you to succeed in those parts of the role.

▮ TEAMWORK ▮

Apt613 has the resources for a small, dedicated p/t staff to manage the editorial calendar, edit submissions, organize special initiatives (like 613 Day and Support Local programming), produce social media content, and stay on top of administrative duties which "keep the lights on." You will be joining a p/t team which communicates primarily via Slack, Email, Google Drive, and DMs.

While you will be supported by teammates and asked to coordinate with each other, the ideal candidate for this position will be comfortable working independently. Your work shifts will not always line up with teammates, as we spread out to cover more ground.

▮ ADDITIONAL INFORMATION ▮

Apt613 welcomes community members from all backgrounds, and all gender identities and expressions. Above all, we want to see Ottawa's diversity reflected in our platform and will make every effort to accommodate folks from equity-seeking communities including women, people of colour, Black, Indigenous, LGBTQ+, and people with disabilities—because it's important generally, and because the blog benefits from editors with a diverse range of

experience, contacts, and knowledge. Applicants are welcome to voluntarily self-identify as a member of one of these groups.

We strive to accommodate the access needs of a wide range of abilities, and appreciate any guidance or direction on how we may meet your needs.

「 HOW TO APPLY 」

Please email your CV to <manager@apt613.ca> with a cover letter **or** writing sample by August 6, 2021. Include phone and email contact information for three professional references. Use “Communication Coordinator” for the subject line.

「 INTERVIEWS 」

Apt613 will contact prospective teammates by August 13, 2021. Due to limited time, only a handful of applicants will be invited to meet virtually. We will not send "rejection letters" to the remaining applicants, rather Apt613 will keep your CV and contact info handy through the 2021 calendar year.