



Marketing Coordinator

Organization Description

The Toronto Ward Museum is a community-engaged museum that facilitates the preservation and sharing of personal stories of migrants in Toronto's history. We utilize collaborative processes to identify community needs and opportunities, then use those insights to create programming that promotes empathy and curiosity between storytellers, community members and the larger public. The museum also creates forums for dialogue relevant to migration, citizenship and pluralism in an urban context. Finally, we act as a catalyst in community initiatives and forge partnerships between individuals, communities, and organizations towards our collective empowerment.

Block by Block

Block by Block is a participatory, multimedia project that engages young people, newcomers and Indigenous community members in the collection and interpretation of oral histories. By training young adults to interview community members about their lived experiences, the project preserves and animates stories of migration, settlement and civic life in Toronto. From 2019-2022 Block by Block is focused on four Toronto neighbourhoods: Agincourt, Victoria Park, Regent Park and Parkdale. Key activities include: Training in oral history research; preservation of oral histories; collective curation of exhibitions; and the creation of annual block parties and interactive programming in each neighbourhood.

The goal of Block by Block is to deepen relationships in and between Toronto communities through the exchange of personal stories, reflections and resources. Block by Block also hopes to contribute to better public understanding of migrant settlement experiences and to encourage public dialogue about future city-building.

Toronto Ward Museum

% OCASI - Ontario Council of Agencies Serving Immigrants
110 Eglinton Ave W, Suite 200, Toronto, ON M4R 1A3

info@wardmuseum.ca
www.wardmuseum.ca



Job Description

Compensation: \$25/hour for up to 260 hours

Location: Remote, Toronto & Greater Toronto Area

Duration: 16-weeks (approximately 15 hours/week; possibility of extension until December pending outcomes of funding applications)

Start Date: May 9, 2022

The Marketing Coordinator will develop and implement a marketing and outreach strategy towards four local exhibitions in the form of block parties in each of our Block by Block neighbourhoods (Agincourt, Parkdale, Regent Park, Victoria Park) and the culminating, city-wide Block by Block exhibition. The strategy will draw upon Block by Block materials which includes 100 in-depth oral histories and a range of exhibition materials and activities already created (videos, photographs, audio stories, posters, colouring pages and more).

Roles and responsibilities

- Work collaboratively with TWM staff to raise the profile and expand the audience of the Toronto Ward Museum's Block by Block program.
- Develop and implement marketing and outreach strategies, including social media campaigns, for TWM's summer and fall programming.
 - This strategy should creatively present the breadth and complexity of stories we have collected through the Block by Block program.
- Engage with TWM's Block by Block partners to develop targeted outreach strategies with communities in Agincourt, Parkdale, Regent Park, and Victoria Park.
- Lead the creation, editing, formatting, and distribution of communications materials related to the four local Block by Block exhibits and city-wide Block by Block exhibition.
- Attend weekly TWM staff meetings and share regular progress reports.
- Draft and publish a press release on the city-wide Block by Block exhibition and act as liaison between local, provincial, and/or national media outlets.
- Establish and maintain a database of public relations contacts within the museum and heritage, arts and culture, planning and policy sector as well as grassroots organizations.
- Maintain a directory and inventory of Block by Block marketing materials, ensuring all resources are current and accurate.
- Monitor and evaluate TWM social media platforms and recommend improvements and/or revisions as needed.
 - Record and organize statistical information related to Block by Block engagement on social media and websites as required by funders.

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Requirements

- At least 1-2 years of experience in marketing and outreach for arts and culture or non-profit organization
- Strong organizational skills and independent work abilities
- Strong computer skills, with competency in using intermediate or advanced features of Microsoft Office (Word, Excel) and working with a database
- Strong graphic design, video, and audio editing skills
 - Experience using Adobe Creative Suite (Photoshop, In Design, Illustrator, Premiere Pro) is preferred
- Strong interest in digital storytelling and oral histories
- Strong stakeholder and relationship management skills
- Excellent written and verbal communication
- Community experience in one of the four neighbourhoods involved in the project; Agincourt, Parkdale, Regent Park, and Victoria Park is preferred

The Toronto Ward Museum is committed to community leadership, meaningful diversity and work by and for historically underrepresented groups. We will prioritize applications for these jobs from applicants who identify as Indigenous, Black, People of Color, newcomers, immigrants, refugees, persons with disabilities, women, queer, trans or non-binary persons or any combination of these intersections. We will also prioritize applications from people who live or have community connections in the neighbourhoods we are working in. We encourage you to self-identify in your application.

If you are interested in applying to be the Marketing Coordinator, please submit your resume and cover letter to hr@wardmuseum.ca by Sunday, April 17, 2022.

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