

Social Media Assistant

Temporary Summer Position, 8 Weeks

30 hours per week, including some evenings and weekends

The Robert McLaughlin Gallery is seeking a creative, organized, and community-minded Social Media Assistant to support the gallery's communications, outreach, and digital storytelling during a dynamic summer season.

Working closely with the Communications team and Programming staff, the Social Media Assistant will help document public programs, summer camps, community outreach initiatives, exhibitions, and special events. This position will play an important role in sharing the gallery's energy with broader audiences through accessible, engaging, and mission-aligned digital content.

The successful candidate will support the creation of social media posts, stories, reels, short videos, photo documentation, and grant-related program materials. They will also lead the RMG Youth Council in connecting youth to the gallery through digital storytelling. This role is ideal for someone interested in digital media, arts administration, public galleries, community engagement, and storytelling through visual content.

Key Responsibilities

The Social Media Assistant will create digital content for the RMG's social media platforms by capturing high-quality photos and short videos at programs, workshops, outreach activities, summer camps, and community events. This may include live posting during select events and preparing same-day or next-day recaps that highlight visitor experiences, community participation, and the gallery's role as a space for creativity, learning, and cultural wellbeing.

The position will support weekly social media planning and scheduling, including the development of content calendars, post drafts, captions, reels, stories, and campaign materials. The Social Media Assistant will help organize content through the gallery's planning tools or social media management systems to ensure consistent timing, branding, messaging, and accessibility.

The Social Media Assistant will also support program and grant documentation by photographing and recording summer camp activities, organizing digital files, preparing content summaries, and assisting staff with documentation requirements connected to funding reports. This work may include helping track participant consent forms and ensuring that grant-related visibility and acknowledgement needs are supported.

As part of the gallery's summer programming, the Social Media Assistant will help document the gallery's garden transformation, including the planting of Indigenous species and the development of a tactile, sensory garden. The role will include creating simple educational posts, visual stories, or digital labels that explain the garden's purpose, the species included, and their cultural or ecological significance. All content will be developed in consultation with gallery staff and partners to ensure it is accurate, respectful, and accessible.

The Social Media Assistant will also attend select community outreach programs, including LivingRoom Art Bus activities, to document participation, capture meaningful moments, and help communicate the gallery's public impact. This work will support the RMG's commitment to connecting with diverse audiences and encouraging participation in arts, culture, and wellness-focused programming.

Skills and Experience

The ideal candidate will have an interest in social media, digital storytelling, photography, videography, arts education, arts and culture, community engagement, or public gallery work. Experience with tools such as Canva, Instagram, basic video-editing platforms, or social media scheduling tools is considered an asset.

The successful candidate should be comfortable taking initiative, working collaboratively with staff, attending events, engaging respectfully with the public, and managing multiple deadlines. Strong communication skills, attention to detail, and an interest in accessible and inclusive storytelling are important for this role.

Skills the Student Will Develop

Through this position, the Social Media Assistant will develop practical experience in digital media production, social media strategy, analytics, community-focused storytelling, project planning, time management, arts administration, public gallery operations, program documentation, and grant-related communications.

Working Conditions

This is an 8-week summer position at 30 hours per week. The schedule will include weekday hours, with some evening and weekend work required to support programs, events, and community outreach activities. The Social Media Assistant will work on site at the RMG and may also attend off-site outreach activities as required.

Canada Summer Jobs Eligibility

This position is funded through the Canada Summer Jobs program. To be eligible, applicants must be between 15 and 30 years of age at the start of employment, be a

Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act, have a valid Social Insurance Number, and be legally entitled to work in Canada.

How to Apply

Applicants are invited to submit a resume and a brief cover letter outlining their interest in the position and any relevant experience with social media, photography, video, community engagement, or arts and culture. Any examples of digital content, social media work, photography, or short-form video may also be included, where available.

Please submit your application via email to info@rmg.on.ca with the subject line **CSJ Social Media Assistant Application**. Your resume and brief cover letter must be combined into **one PDF** and saved using the following format: **CSJ_SMA_Firstname_Lastname**.