

SaskCulture Inc.
Communications Assistant
Job Description

JOB SUMMARY:

SaskCulture's Communication Team works together to provide a consistent and cohesive 'voice' for the organization and its role in building a culturally vibrant province. The Communications Team provides collective experience in the area of communications to address the needs of various program delivery areas, such as funding, Culture Days delivery and the Creative Kids charity, as well as the organization as a whole.

Reporting to SaskCulture's Communications Manager, the Communications Assistant, as part of a team, assists in the research, development, coordination, implementation, and monitoring for of various communication strategies, initiatives and processes, designed by the team to meet the organization's strategic priorities and long-term Ends. The position works within the Ends and Executive Limitations framework established by the Board and interpreted by the Chief Executive Officer (CEO).

JOB RESPONSIBILITIES:

- 1. Monitors, publishes, and reports on SaskCulture's social media channels.**
 - a. Monitor interactions on social media channels such as Facebook, Instagram, Bluesky and TikTok.
 - b. Assist in the development, design and distribution of campaign posts;
 - c. Assist in the distribution of messaging on other social channels;
 - d. Assist in the production of a monthly social media calendar; and
 - e. Measure progress on social media channels through analytics and reports.

- 2. Assists in the development, publication and distribution of SaskCulture's communication initiatives.**
 - a. Write, format and distribute bi-weekly E-Update in Constant Contact;
 - b. Write updates and articles for various online and print communication vehicles;
 - c. Provide website updates and support the development of new website areas. Updates include: daily updates to Jobs and Opportunities; monitoring Events Guide; uploading success stories; and updates to web content as required;
 - d. Keep media lists up to date and support distribution of media releases and PSAs;
 - e. Monitor, respond and follow-up for info@saskculture.ca;
 - f. Assist in mail-outs of print materials; and
 - g. Update and maintain data in SaskCulture's online Visualization Map.

- 3. Assists in the development, design and internal/external distribution of SaskCulture's promotional items and materials.**
 - a. Assist in the development of promotional items, displays, flyers and brochures;
 - b. Handle requests, distribution, display and tracking of a range of items, including displays, brochures and logos;
 - c. Sets up and helps staff promotional displays at trade shows and events; and
 - d. Coordinate the storage of communications materials, including promotional items and print publications.

4. **General administration support for the organization.**
 - a. Maintain correspondence and tracking for promotional requests and Sponsorship Committee;
 - b. Set up registration forms and intake for various events and activities;
 - c. Cover front-end administration duties as needed, including answer incoming calls, and walk-in inquiries;
 - d. Order and distribute office supplies;
 - e. Compile and post staff meeting notes;
 - f. Support communication file management and maintenance; and
 - g. Other similar duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES:

The incumbent must have a strong attention to detail, along with good organization, writing skills, and customer service, along with a knowledge of file management, computer use, and basic graphic design using tools such as Canva.

KEY CORE COMPETENCIES:

- **Customer Aware and Focused:** Must be committed to providing responsive services to staff and stakeholders and work respectfully within a multicultural and multidisciplinary environment.
- **Team-Orientation:** Must be committed to being a team player and working to meet team goals, as well as fostering teamwork and partnerships with external partners. Must effectively prevent and respond to conflict and support consensus building.
- **Communication:** Must be able to listen to and convey information and opinions of diverse audiences with clarity, conciseness, professionalism and cultural sensitivity, in both verbal and written contexts for both internal and external audiences.

JOB SPECIFIC COMPETENCIES:

- **Verbal, Written & Electronic Communication Skills:** Must have strong writing skills and the ability to prepare, proofread, and format communication tools for a variety of audiences. Must be able to communicate in a professional manner to reflect the image of SaskCulture.
- **Computer Skills:** Must have a good working knowledge of computer programs such as word processing, spreadsheets, and database software.
- **Social Media Skills:** Must be familiar with social media platforms and practices. Knowledge of internet use and social media is required. Experience with website maintenance is an asset.
- **Attention to Detail:** Must be detail-oriented and precise with the ability to review work to ensure accuracy, complete information and timeliness.
- **Flexibility & Initiative:** Must be able to effectively handle interruptions, multi-task, and provide support to areas of SaskCulture.
- **Organizational Skills:** Must demonstrate strong organizational skills, with the ability to plan, set priorities, and meet timelines consistently.
- **Cultural Knowledge:** A knowledge of Saskatchewan arts and culture is considered an asset.
- **General Office skills:** Must be familiar with a variety of office equipment, computer applications, and office procedures including filing, photocopying, mailing, etc.

This position offers a competitive, annual salary starting at \$52,739, plus pension and benefits.