



## **MACKENZIE ART GALLERY**

*engaging people in transformative experiences of the world through art*

**Job Title:** Digital Storyteller

**Department:** Communications

**Status:** 12-week internship (June 3, 2024 – August 23, 2024)

### **About the MacKenzie Art Gallery:**

The MacKenzie Art Gallery is Saskatchewan's oldest public art gallery, and is committed to creating transformative experiences of the world through art. This is a watershed moment in the history of the Gallery, as it is undergoing a multi-phase organizational transformation. Programming primarily contemporary art from the prairies, Canada and abroad, the MacKenzie addresses an encyclopedic range of visual art and culture and endeavours to be a strong ally in the research and presentation of Indigenous art. Housed within an over 115,000ft<sup>2</sup> facility, maintained to Class A Museum standards, the MacKenzie permanent collection spans 5000 years of art with nearly 5000 works. MacKenzie was founded on the collection of its namesake, Norman MacKenzie (1869–1936), who bequeathed his collection to the University of Saskatchewan (Regina College), now the University of Regina.

Opening in 1953 in the first purpose-built art gallery building in western Canada, the MacKenzie enjoys a nationally unique partnership with the University of Regina. After separating in 1990, and moving to its current premises, the MacKenzie now maintains separate board governance, site and an expansive mandate and quarters in the T.C. (Tommy) Douglas Building. The MacKenzie is situated in Treaty Four territory, traditional land of the Cree, Saulteaux and Metis, and home to the Dakota, Nakota, and Lakota peoples. The MAG is located on the edge of the 2300-acre Wascana Centre, the largest urban park in Canada, where nature, culture and education meet. Wascana Centre (1962) was designed by renowned modernist architect Minoru Yamasaki, designer of the original World Trade Center in New York, and is a living artifact of modernist design heritage.

The selected candidate will become part of a team of a dynamic team of staff, volunteers, and Gallery members.

### **About the Job:**

The Digital Storyteller will work directly with the Communications Department under the supervision of the Communications Manager. The Digital Storyteller is responsible for creating original content, with a focus on storytelling that drives meaningful audience engagement with the Gallery. This position is designed to offer students practical experience in the fields of marketing, communications, public relations, and fundraising in the cultural heritage sector. The position is focused on emerging trends in communications to give students experience and skillsets that will be vital for the changing landscape of communications, which are not yet integrated into many undergraduate education curricula.

The mission of the MacKenzie Art Gallery is to engage people in transformative experiences of the world through art. The Communications department plays an integral role in the delivery of this mission by leading the development, execution, and evaluation of marketing and communications strategies. The Digital Storyteller will work closely with the Communications team to develop compelling narratives across channels, including but not limited to social media, website, print, and e-marketing.

The Digital Storyteller will assist the Communications department with development, creation, and implementation of public-facing content to support the Gallery's collection, exhibitions, programs, fundraising, and related activities. This position is designed to provide practical experience within a cultural institution, with ample opportunities for peer-to-peer feedback and networking with heritage sector professionals across disciplines including communications, marketing, curatorial, and development. The Digital Storyteller will provide support on the following projects and initiatives:

**Digital Storytelling through Social Media and Content Creation** – The candidate will help execute the MacKenzie's continuously evolving Social Media strategy, which responds to changes in social media algorithms and metrics to generate content with maximized impact. The candidate will learn how best to use video and reels as a storytelling medium to highlight its exhibitions, event, programs, gift shop, and café.

**Impact Stories Major Fundraising Campaign** - Anticipating a significant fundraising campaign, the MacKenzie Art Gallery's Communications Team will be working collaboratively across departments to explore and uncover the institution's influential role in fine arts since its 1953 inception. The goal with this project will be to develop a series of narratives that will be used across channels with a goal to highlight the Gallery's profound impact, raise awareness of our non-profit status, and foster a collective understanding of our shared history while energizing our community to contribute to the exciting chapters yet to unfold.

**Exhibitions Promotion** - The MacKenzie will have several exhibitions on view over the course of the work term including Shary Boyle: Outside the Palace of Me, Audie Murray: To Make Smoke, Multiple Lives of Painting, and Whispers from the Vault. In addition to these, the Communications team will be preparing for the opening of its fall exhibitions which will include Kiyoshi Izumi: Spring on the Prairies, Ruth Cuthand: Beads in the Blood

**Media and Public Relations** – The MacKenzie will be working on crafting compelling media releases for its fall programming and events and refining its media relations strategy.

**Website Content Audit and Implementation** – With the Gallery's goals to create outstanding and transformative visitor experiences and build upon our organizational resiliency in mind, the MacKenzie is working toward implementing changes outlined through content audit, which will help ensure our website is informative, resourceful, and relevant to programming and community needs.

**MacKenzie Online Store** – This MacKenzie is working toward enhancing its online store. Through this initiative, we aim to improve the online shopping experience for our patrons by offering an expanded thoughtfully curated selection of items that reflect the values of the MacKenzie Art Gallery.

**Bazaar** – In mid-June, the MacKenzie will host one of our largest annual fundraisers. This event showcases local artisans, while bringing the wider community together throughout the prairies, all in support of the MacKenzie Art Gallery's exhibitions and public programs.

**MacKenzie Gala** - In October, the MacKenzie Art Gallery will host the MacKenzie Gala & Art Auction, a pivotal fundraising event vital for sustaining our exhibitions, public programs, and strategic initiatives. This gathering offers a unique opportunity for art enthusiasts, community members, and philanthropists to come together, celebrating arts and culture while actively contributing to the Gallery's mission.

#### **Responsibilities:**

- In collaboration with the Curatorial, Development, and Communications team assist in the development, marketing, and communications efforts of the MacKenzie Art Gallery. In collaboration with the Development team, draft tailored versions of an annual appeal letter customized for the identified target audiences.

- In collaboration with the Curatorial and Development team, assist in developing a communications plan to support a future major fundraising campaign, including drafting overarching narrative/key messages, conducting interviews with Curatorial and other key members of staff for content development, defining goals and audiences, and setting timelines.
- Draft and update visitor and vendor feedback surveys
- Assist in developing media releases, pitching story angles, generating leads, and writing public service announcements.
- Conduct research to identify potential social media influencers aligned with MacKenzie Art Gallery's values. Prepare a proposal outlining the influencer campaign strategy, including key details on selected influencers and their potential impact.
- Implement a social media strategy with a special focus on the creation of Facebook and Instagram Reels for the MacKenzie's exhibitions, public programs, MacKenzie Shop and fundraising events, incorporating research, identifying trending content, and other digital opportunities that can be adapted to the heritage sector.
- Conduct research and create playlist of songs and other audio prioritizing local and Indigenous artists for use in upcoming promotional activities.
- Assist with photo documentation, video, and digital asset creation, and required web content updates.
- Develop written content for the promotion of the MacKenzie exhibitions, programs, events, and services including social posts, newsletters, ad copy, and web content.
- Aid in drafting and copy-editing written for development and fundraising
- Provide onsite support at MacKenzie Art Gallery programs and events as needed.
- Generate a mood board for upcoming Gift Shop campaigns, compiling visuals and design elements that encapsulate the desired aesthetic and theme, and present to the Communications Manager and Welcome Centre Manager.
- Collaborate with the Welcome Centre Manager to identify eligible products for inclusion in the online shop. Work closely with the Graphic Designer to expand the online selection, ensuring a visually appealing and diverse array of offerings.

**Qualifications:**

- The qualified candidate will be a post-secondary student, preferably in the field of Marketing, Communications, Public Relations, and/or Tourism, or another related discipline.
- Excellent proficiency in Microsoft Office (Word, Excel, PowerPoint).
- Excellent written and oral communications skills.



- Must be a highly motivated self-starter with strong interpersonal skills.
- Strong organizational and time management skills.
- Ability to find creative solutions to problems and manage responsibilities under tight deadlines.
- Basic understanding of photography and videography foundations is required.
- Some experience with design software (i.e. Adobe Creative Suite) and website content management systems would be considered an asset.

**Pay:** \$18.23 per hour

**How to Apply:**

Please submit application through Jotform link: <https://form.jotform.com/241077445349259>

Once the posting becomes available on Young Canada Works you will be messaged and directed to apply directly through Young Canada Works to ensure eligibility.

Any questions please contact Vladan Vukovic, HR & Equity Manager, at [vvukovic@mackenzie.art](mailto:vvukovic@mackenzie.art).

The Mackenzie Art Gallery is committed to maintaining an inclusive culture and building a diverse workforce that includes diversity in gender identity/representation, First Nations, Inuit and Métis peoples, persons with disabilities and members of racialized communities who have traditionally been and are currently unrepresented in the Canadian workforce. We welcome applications from all qualified candidates.