



## **Social Media and Sales Assistant**

Duration: 52 weeks

Starting: June 2022-June 2023

Client Name: Cape Breton Centre for Craft & Design

Wage: \$15/hr

\*Applicant must be eligible through the START program. Please see Eligibility requirements below.

### *Position Description*

Cape Breton Centre for Craft & Design has an opportunity to develop and increase promotion of its Gallery Shop to locals, visitors and the general public. The Centre sees opportunities for revenue development through new product development such as online shop curation, craft subscription services, craft kits, professional development, online courses and new craft educational offerings.

Cape Breton Centre for Craft & Design has a need for a Social Media and Sales Assistant to interact with visitors to promote the Centre's Gallery Shop, exhibitions and other offerings to encourage visitors to purchase craft products. This will have a positive economic impact throughout the craft sector of Cape Breton Island.

This position would assist the Centre in significantly increasing awareness of handmade products to visitors. The Social Media and Sales Assistant will work in a hands-on environment in the Gallery Shop as well as independently, creating and scheduling social media content. The role would include the following duties:

- Work with Marketing Manager to create social media content for primarily, Facebook and Instagram, to encourage visitation to Gallery Shop and increase revenue;
- Develop new photography for online shop and social media;
- Work with the Craft Retail Supervisor to maintain the online shop and help facilitate sales in the Gallery Shop;
- Work with Craft Retail Supervisor and Marketing Manager on promotion and distribution of craft kits and subscriptions;
- Assist with marketing and promotions for exhibitions;
- Research and assist in implementing new promotional events to drive locals and visitors to Centre;
- Support Centre staff in development of events and activities;
- Engage the community and visitors to the island in the Centre's Gallery Shop and Customs House;
- Enhance visitors' experience and understanding of the craft sector of Cape Breton Island;
- Other duties as assigned.

## **Eligibility for the START Program**

To apply for the START program as an individual, you must be:

- unemployed
- a resident of Nova Scotia
- a Canadian citizen or permanent resident, or an international graduate who meets eligibility requirements
- For assistance with your START application, visit:  
<https://novascotiaworks.ca/nsdc/contact-us>

**To apply for this position, please submit your resume and cover letter to**

Cassie MacDonald at [cassie@capebretoncraft.com](mailto:cassie@capebretoncraft.com) by Wednesday, May 11, 2022 .