



Job Posting

Outreach Co-ordinator Intern - Haliburton Sculpture Forest

Haliburton Ontario

Wage: \$20.00/hour - 35 hours per week

November 23, 2020 – March 26, 2021

This position involves the development and implementation of a communications and social media strategy for the Haliburton Sculpture Forest – a four season outdoor destination featuring a collection of sculptures situated on forest trails.

We are looking at ways to extend our reach into different cultural communities in the GTA and creative ways to use our social media platforms to generate interest in the Sculpture Forest. The intern will also work with the Curator and Board of Directors to create an ambassador and volunteer program to support the public relations and operations of the Sculpture Forest and create a new brochure/guide map for the Sculpture Forest.

The Haliburton Sculpture Forest is located in Glebe Park which includes the campus of the Haliburton School of Art + Design. The Sculpture Forest has a permanent collection of over 40 sculptures and attracts thousands of visitors throughout the year

Skills and attributes required: an interest in the arts, good computer skills, good communications skills and initiative, good organizational skills, completion of post-secondary studies related to museum studies, arts, culture, education, and marketing, or business.

The selected candidate may work remotely from any location in Ontario. Expectation that the selected candidate will travel to Haliburton to tour the Sculpture Forest and for face to face meetings two or three times during the course of internship.

Access to own transportation is an asset. Travel costs will be covered.

We encourage applications from persons with a disability, BIPOC individuals and new Canadians.

This position is funded through Young Canada Works at Building Careers in Heritage, candidates must be under the age of 30 and a college or university graduate.

This position is supported by Young Canada Works at Building Careers in Heritage. An individual may be eligible to apply if they;

- are a college or university graduate;
- are a Canadian citizen or a permanent resident, or have refugee status in Canada (non-Canadians holding temporary work visas or awaiting permanent status are not eligible);

- are legally entitled to work in Canada;
- are between 16 and 30 years of age at the start of employment;
- are willing to commit to the full duration of the work assignment;
- will not have another full-time job (over 30 hours a week) while employed with the program;
- are currently unemployed or underemployed;
- are not receiving Employment Insurance (EI) benefits while employed with the program; and
- have not previously participated in or been paid under this or any other Career Focus internship program funded under the Government of Canada's [Youth Employment Strategy](#).

Our hiring committee will select the best qualified candidates for an interview. The Haliburton Sculpture Forest is an equal opportunity employer.

Please forward your cover letter and resume to Jim Blake, Curator, Haliburton Sculpture Forest by e-mail to info@haliburtonsculptureforest.ca. Deadline for submission November 13, 5:00 pm

We thank all applicants, however, only those selected for an interview will be contacted. For further details visit: www.haliburtonsculptureforest.ca

Project and job objectives

The Haliburton Sculpture Forest is a unique outdoor gallery of over 40 sculptures, by Canadian and international artists, located along forest trails in Glebe Park in the village of Haliburton. Each year we add from 1-3 new works.

Since its founding in 2001 the Sculpture Forest has gained significant recognition and attracts visitation of 15,000 - 20,000 each year. It is recognized as one of Ontario's "100 Unforgettable Destinations".

There has been a dramatic increase in visitation since July 2020 when the province moved to phase 3 of its re-opening from the COVID-19 lock down. Because it is located in a beautiful outdoor setting with wide trails which allow for physical spacing it has become a popular destination for people from throughout the region and day-trippers from the GTA. The Sculpture Forest has begun to attract a diverse group of visitors from the GTA - people of colour, people of a variety of cultures, and people speaking a wide range of languages.

The Sculpture Forest is a significant attraction for the area - this project will help increase and diversify the visitation and will contribute to the sustainability of the Sculpture Forest

Description of tasks

Social Media and Website

- Review of social media activity over the past year
- Review the Sculpture Forest website (compatibility with Google searches, for mobile use).
- Update listings for new sculptures installed in November

- Review opportunities for listings for the Sculpture Forest (locally, regionally, provincially and GTA)
- Develop communications strategy for the Sculpture Forest in the winter time
- Develop materials and messages to promote winter visitation of the Sculpture Forest.
- Review Sculpture Forest mobile app for virtual tour.
- Compile information for a new guide map for the Sculpture Forest
- Research on communications channels for various cultural communities in the GTA and opportunities for the Sculpture Forest to promote.
- Promote winter visitation of the Sculpture Forest.
- Edit/reformat Sculpture Forest website to ensure compatibility with Google searches and mobile use
- Edit/Update mobile app for virtual tour.

Creating a Friends of the Sculpture Forest group

- Work with board and Curator to create a list of potential ambassadors and volunteers
- Develop system to formalize a group of ambassadors and volunteers
- Develop positions descriptions for ambassadors and volunteers
- Implement communications strategy to recruit ambassadors and volunteers
- Develop database for tracking ambassadors and volunteers
- Create format for newsletter for ambassadors and volunteers
- Create and distribute newsletter created

Guide map

- Work with Curator and design on the design of the new guide map.
- Finalize design of the new guide map.

Communication and Outreach Strategies

- Review communication and outreach strategies of other renowned Sculpture Forests/natural landscapes (e.g. Grizedale Forest (England) Storm King (U.S.A.) Gibbs Farm (New Zealand) and make recommendations for the Sculpture Forest
- Research and review communications channels for various cultural communities in the GTA and opportunities for the Sculpture Forest to promote.
- Develop communications strategy for the Sculpture Forest in the winter/spring/summer and fall (based on research)
- Develop strategy for outreach through communications channels for various cultural communities in the GTA and opportunities for the Sculpture Forest to promote. (based on research)
- Promote winter & spring visitation for Sculpture Forest
- Implement strategy for outreach through communications channels for various cultural communities in the GTA and opportunities for the Sculpture Forest to promote. (based on research)
- Develop schedule for promotion of summer and fall visitation.
- Complete Four-season communications strategy created for the Sculpture Forest
- Identify contacts and communication channels to notify BIPOC artists of opportunities at the Haliburton Sculpture Forest.
- Assist with development of “ask Document” for potential donors.

Candidate profile

We are looking for a university or college graduate who has expertise in communications, has expertise with social media and with website development (specific expertise with the Wix platform would be useful), has knowledge about visual art (specifically sculpture), has research skills, and has excellent writing skills. We have a specific interest in individuals who have experience working with different cultural communities and volunteer development.

We need someone who can work independently but can also work with a team using video conferencing, share drives and other platforms to work collaboratively.

Excellent computer skills required and design skills an asset.

We encourage applications from persons with a disability, Indigenous youth, visible minorities and new Canadians.

This position would be suitable for a graduate of programs related to art, arts administration, marketing, public relations, or collections management