



Storyteller & Digital Marketing Specialist

STEAMLABS



ABOUT STEAMLABS

STEAMLabs is a **community makerspace** where people of all ages build projects using digital fabrication tools (like laser cutters and 3D printers), code, craft, wood and electronics.

We offer **memberships** for those looking to share space and tools, and **education programs** for adults, kids and educators.

We believe that technological literacy enables our individual **creativity**, the decentralization of **technological innovation**, and the participatory **co-creation** of the world we want tomorrow.



ABOUT THE ROLE

Digital marketing is your meat, and storytelling is your potatoes.

You're driven by **data** and deliver through **stories**. You have a voice that speaks to our space and you're pedantic about visual and written details. You're self-directed, efficient, and experimental.

In this role, you will lead the communications and marketing effort at STEAMLabs by producing and curating **killer content** and delivering it to our **target markets**. It's your job to position STEAMLabs as a thought leader in the world of maker education, share our stories, and engage potential and current customers.

Location STEAMLabs 192 Spadina

Hours 16+ hours per week, to include some occasional evening and weekend work covering events

Salary \$18 to \$23 per hour, commensurate with experience



RESPONSIBILITIES

- Meet with our other staff to develop marketing and communications strategies
- Source, write & schedule social media content
- Assist in creation of content for the STEAMLabs website
- Manage STEAMLabs Google Adwords and Analytics accounts
- Produce & send newsletters (Mailchimp)
- Submit STEAMLabs programs to online promotional platforms (eg. Toronto4Kids)
- Interviewing members, attending workshops/classes to take photos/videos, and sniffing out compelling stories in our community
- Create videos (short for twitter and longer for other promotions)
- Write and format blog posts
- Connect with bloggers, media, publications and organizations to share our stories
- Identify and foster relationships with cross-promotional partners, community partners, and schools
- Implement other parts of our marketing and communications strategies
- Collaborate with the rest of the STEAMLabs team and find innovative ways to tell our stories!



SKILLS & EXPERIENCE

- 1-2 years experience communicating to the public
- Experience using Google Adwords
- Experience using Google Analytics
- Photography and/or videography experience
- Photoshop and Adobe Premiere or equivalent photo/video editing software experience
- Experience managing multiple professional social media accounts (Facebook, Twitter, Instagram)
- Killer content writing experience (website, blogs, articles, social media)
- Proven teamwork and collaboration skills
- Support for a cause - tell us how you've made the world a better place in small ways or large.

BONUS

- Graphic design experience
- Experience with PR
- Experience with social media scheduling tools such as Buffer or Hootsuite
- Experience with Adobe Illustrator
- Experience with Mailchimp
- Experience working with a non-profit



WHY WORK WITH US?

- We're a small, agile team of friendly people with varied skills and experiences.
- The lab is full of interesting tech, and interesting people working on projects
- We're a relatively new organization, so there are still lots of ways to contribute to it's shaping!
- There is plenty of opportunity to learn, grow and try new things.
- The STEAMLabs Community (members, volunteers, program participants and otherwise) are awesome, and a pleasure and privilege to work with and for.
- We're a workplace that embraces failure as the most potent form of learning!
- You'll have access to the makerspace, and benefit from the same perks as a member
- All staff get a membership at the Toronto Tool Library

HOW TO APPLY

Send a resume, cover letter, and 1-2 examples of your work (links or attached files) to info@steamlabs.ca with “STORYTELLER” in the subject line before **Wednesday 1st March, 2017 at 5pm.**

www.steamlabs.ca

