



Job Posting

Communications & Marketing Coordinator

Are you looking for a challenging and creative job with lots of room for growth? Are you passionate about social media, great design, and unique marketing strategies? Are you a hardworking, resourceful self-starter looking for an opportunity to demonstrate your out-of-the-box ideas and leadership capacity?

In this role, you will be responsible for building and articulating the Art Centre's public identity and advocating for the arts and artists in our community. We are looking for a dynamic individual to help us manage our current communications and marketing efforts, and eventually expand these to create a greater awareness of our programs and activities. Port Moody is a rapidly growing city with a diverse population and we're looking for the right person to help us engage more deeply and fully with our community.

Organization Description

Established in 1998, the Port Moody Arts Centre is a not-for-profit organization housed in a beautiful heritage facility. Functioning as an exhibition space, arts education centre, community rental space, and arts-based birthday party studio, we welcome upwards of 40,000 visitors annually.

A vital hub of creative activity in the City of Port Moody, we offer up to 400 quality arts classes/year for all ages and skill levels in ceramic, visual, media, literary and musical arts, 5 free public art galleries showcasing over 280 local emerging and established artists/year, and a variety of arts & culture based community engagement events.

Visit pomoarts.ca for more information

Responsibilities

****Note:** This is a part-time position for 20 hours/week on average. However, during key periods, the position may require up to 29 hours/week. If the candidate hired is successful in the role and the Arts Centre feels confident about your ability to take on greater responsibility, the position may be extended to 29 hours/week permanently.

Immediate Responsibilities:

Maintain and further refine the Art Centre's current communications and marketing strategy to support its promotional goals, specifically focusing on digital media engagement, including but not limited to:

- Promotion of art classes, gallery exhibits, events, rentals, birthday parties & other relevant activities

- Develop and manage a social media editorial calendar and manage social media channels on a regular (ideally daily) basis, including creating digital content, engaging in social conversations, and responding to customer inquiries
- Expand online presence, grow social media audience, and increase audience engagement
- Write creative, clear, engaging, and impactful content for a variety of communications platforms, using appropriate brand voice and best practices
- Coordinate, design, and publish regular email newsletters, artist calls, and special event announcements in MailChimp & maintain subscriber lists
- Maintain and update website for upcoming exhibitions, programs, events, and other information, writing or editing all copy as needed
- Manage and submit online postings to promote exhibitions and events
- Support best practices for social media and digital communications
- Maintain knowledge and stay up-to-date on social media trends, emerging social media platforms, changes to algorithms, and new and relevant ideas in the social media landscape
- Monitor performance of social media and other digital platforms and marketing initiatives, analyzing, reviewing, and reporting on their effectiveness
- Supervise and mentor a summer intern specifically designed to support your position for 16 weeks
- Write and disseminate press releases to current media partners and maintain a media list
- Liaise with other staff members to ensure proper sharing of relevant media, marketing and promotional information across all departments
- Liaise with other staff members to ensure alignment of brand voice in all the Art Centre's marketing, media, and promotional messaging across all departments
- If needed and time allows, support the printed program guide development process by proof reading and editing copy if required
- Other tasks that pertain to this role as assigned by the Managing Director

Long Term Responsibilities (if additional time is added to the role):

Work with the Managing Director to develop an overall communications, marketing, media and public relations strategy that supports the organization's goals, and then lead and manage the execution of that strategy. This may include but is not limited to:

- Develop a strategy to redesign the website including identifying the correct content management system, designers, content developers, etc. and manage their efforts
- Update and maintain the newly developed website
- Create press kits, establish and maintain relationships with additional media partners, and pitch stories where appropriate
- In conjunction with the appropriate team members, develop a print graphic design strategy that is aligned to the digital and media strategy and support its implementation as needed

This position reports to the Managing Director but works closely with the entire staff team. Some work from home flexibility is available for this role.

Qualifications

Required:

- Combination of education, training, and demonstrated experience in communications and marketing, especially digital engagement
- Extensive knowledge of digital marketing and social media platforms, tools, and analytics including but not limited to Facebook, Instagram, Twitter, etc.
- Highly developed verbal, visual and written communication skills
- Comprehensive knowledge of social media best practices and strategic use of hashtags
- Creative thinker with an aptitude for creating content, developing strategies, and generating new and impactful ways to engage audiences
- Critical eye and strong attention to detail, with an eye for consistency across multiple projects
- Excellent copywriting, editing, and proofreading skills
- Strong organization and project management skills with the proven ability to prioritize multiple tasks and meet deadlines without compromising quality
- Self-motivated with the ability to work both independently and learn on the go
- Enthusiastic attitude and demonstrated ability to work well in a small team
- Comprehensive knowledge of and demonstrated experience using Mailchimp
- Proficiency in relevant desktop applications, design and photo-editing software, and online tools e.g. Microsoft Office Suite (Word, Excel, Outlook, PowerPoint), Adobe Creative Suite, Canva, Google Analytics, Hootsuite, and Content Management Systems (Joomla, Squarespace, Wordpress)
- Experience with photography and video production, particularly for social media platforms (e.g. Instagram and Facebook stories and live videos and/or YouTube)
- Ability to pass a successful criminal background check with a vulnerable sector check
- Own mobile device and apps for taking, editing, and posting photos to Instagram
- Willingness to work some evenings and weekends as required

Assets:

- Additional background in any or all of the following: marketing, media, public relations, graphic design considered a STRONG ASSET
- Familiarity with search engine marketing and optimization
- Verbal and written skills in Mandarin, Cantonese, Korean, Farsi, etc.
- Knowledge of and experience engaging non-English social media and traditional media

Remuneration

\$18.50/hour

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Deadline to Apply

March 24, 2019 at 5pm

Interviews will be scheduled between March 27 – April 5, 2019, with an ideal start date of April 29 or May 1, 2019.

How to Apply

Please submit a cover letter, resume and references to: info@pomoarts.ca, attention: Fatima Amarshi, Managing Director

You MUST:

- Send your COVER LETTER, RESUME, REFERENCES and any supporting documents (e.g. sample of your work) *in a single PDF document*
- In the subject heading of your email use: **“Application - Communications and Marketing Coordinator”**
- In your resume, include:
 - The specific social media and digital platforms in which you are proficient
 - Links to social media accounts you have worked on (and date range if relevant)
 - All design and photo-editing applications with which you are familiar (include your favourite mobile apps for editing photos, making graphics, producing Instagram stories, planning social media posts etc.)
 - Links to any websites you’ve designed or have produced content for (this could include web copy, blog posts, graphics, etc.)
 - Include a sample of any graphic design work or link to a portfolio if you have this experience
 - Provide a sample of written copy for a social media post on your platform of choice—this could be one you’ve already written and published, or you can get creative and create a sample post for the Arts Centre (we want to see what you can do!)

The Port Moody Arts Centre is an equal opportunity employer. We welcome applications from qualified individuals from diverse backgrounds, and do not discriminate on the basis of gender, gender identity, race, ethnicity, age, sexual orientation, or (dis)ability.

We thank all applicants for their interest; however, only those candidates selected for an interview will be contacted.