

home to our
arts community

PLACE DES ARTS

JOB POSTING MANAGER, COMMUNICATIONS PERMANENT FULL TIME (37.5 hours per week)

Place des Arts is seeking a marketing and communications expert who thrives in a collaborative, vibrant non-profit arts environment. You are a team player who possesses writing acumen with strong marketing and graphic design skills to successfully raise awareness of, and engagement in, Place des Arts programs and events.

PLACE DES ARTS

Founded in 1972, Place des Arts is a not-for-profit arts education centre with a mission to inspire the artist in everyone. Located in the historic Maillardville neighbourhood of Coquitlam, we offer quality instruction for all ages and skill levels in the visual, literary and performing arts. Our Artisan Shop and galleries support local emerging artists, and our events and performances make Place des Arts a cultural hub, drawing together diverse members of the community to experience the arts.

GENERAL ACCOUNTABILITY

Reporting to the Executive Director and working closely with program and fundraising staff, the Manager of Communications is responsible for developing and implementing marketing, fundraising and communication strategies to promote and raise awareness of Place des Arts' offerings to the community. This position supervises the Marketing Coordinator who assists with fulfilling the responsibilities of the department.

SPECIFIC ACCOUNTABILITIES

- Develop and implement an annual marketing communications plan in accordance with the organization's strategic plan.
- Oversee the design, copy and distribution of all print and digital marketing collateral, fundraising materials, reports and presentations including, but not limited to:
 - program guides, brochures/flyers/posters/rack cards
 - digital and print advertisements
 - annual report
 - annual budget presentation materials
- Produce and distribute communications copy including, but not limited to, media releases and e-newsletters (Constant Contact).
- Oversee the creation, implementation and evaluation of content marketing strategies across all digital and social media platforms (including the creation and editing of video content).
- Administer, create, update and review content on the Place des Arts website (WordPress) and as well as the registration software provider website (ActiveNet).
- Monitor and address website performance and user experience.
- Identify and pursue opportunities for earned media coverage.
- Uphold the Place des Arts brand assuring correct usage of brand standards on all materials.
- Provide writing and editorial support across the organization including, but not limited to, grant applications and fundraising campaigns, stakeholder communication and policies/procedures.
- Administer department budget, work plan and reports.

- Manage the media database including the sourcing of images.
- Archive all earned publicity and media coverage.
- Solicit print and media sponsorships, in consultation with Executive Director.
- Serve as the primary media contact and liaison for all activities across the organization.
- Track and measure and report on marketing tactics and digital analytics on an ongoing basis.
- Research, report on and implement new marketing and communications tools and applications as needed.
- Attend Place des Arts programs and events, as needed.
- Oversee the hiring, supervision and evaluation of the Marketing Coordinator.
- Other tasks as assigned by the Executive Director.

QUALIFICATIONS, SKILLS AND EXPERIENCE

- Post-secondary degree in marketing, communications, or other related fields or equivalent in experience.
- Minimum 3 years of marketing and/or communications management experience, preferably within the arts and culture sector.
- Exceptional writing and copy-editing skills.
- Solid graphic design capabilities.
- Solid working knowledge of digital communications (i.e., social media platforms).
- Advanced working knowledge of Adobe Creative Suite.
- Excellent working knowledge of standard Microsoft office software.
- Experience working with email marketing software (i.e., Constant Contact).
- Experience working with WordPress or other Content Management Systems.
- Self-starter, creative and capable of handling multiple tasks and deadlines.
- Knowledge of arts disciplines and/or Coquitlam's arts and culture scene is an asset.

REQUIREMENTS

- Valid Criminal Record Check with a vulnerable sector check
- Availability to work evenings and weekends, as required

HOW TO APPLY

Submit a cover letter and résumé by September 30, 2024, to: opportunities@placedesarts.ca, attention Joan McCauley, Executive Director. A portfolio of work and references will be required for candidates who advance in the hiring process.

Place des Arts is an equal-opportunity employer and welcomes applications from all qualified individuals. We thank all prospective applicants for their interest; however, only those selected for interviews will be contacted.

REMUNERATION

This is a permanent, full-time position (37.5 hours/week) with an annual starting salary of \$65,000. Benefits include extended health, Municipal Pension Plan, three weeks vacation and 12 paid sick days per year.