

**JOB POSTING
MARKETING COORDINATOR
FULL TIME (37.5 hours per week)**

Place des Arts is seeking an enthusiastic marketer who thrives in a collaborative, vibrant non-profit arts environment. You are a team player who possesses graphic design skills and strong social media savvy to elevate the promotion of the organization's programs and events.

PLACE DES ARTS

Founded in 1972, Place des Arts is a nonprofit 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 Manager of Communications, the Marketing Coordinator is responsible for executing digital communications strategies and other marketing tactics to increase awareness of and engagement in Place des Arts programs and events.

SPECIFIC ACCOUNTABILITIES

- Create and design content and advertising for social media channels including stories, video and photography.
- Assist with devising and implementing targeted marketing tactics for Place des Arts programs and events.
- Implement social media strategies in accordance with the marketing communications plans.
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews.
- Proficiency with new and existing technologies and trends in social media, design tools and applications.
- Produce print and digital marketing materials as assigned.
- Distribute marketing materials in-house and to off-site locations.
- Provide creative input for digital design assets such as videos, photography, collateral and advertising.
- Assist with management of Place des Arts website content.
- Evaluate and analyze website content through Google Analytics and adjust strategies accordingly.
- Collect and analyze data to assess marketing strategies (i.e., monitor FB Ads Manager and other advertising partnerships).
- Manage and maximize Place des Arts' Google Adwords account.
- Attend in-house events for social media purposes and to take photos/videos and promote through social media.
- Manage the media database.
- Assist the program department with the coordination and implementation of identified in-house and off-site events including, but not limited to:
 - helping with the event setup
 - collection and transport of event display and promotional materials to ensure brand quality control
 - creation and facilitation of participant surveys, if required
 - photography/videography and social media posting
 - engaging with the public to promote Place des Arts
- Other tasks as assigned by the Manager of Communications or the Executive Director.

QUALIFICATION, SKILLS AND EXPERIENCE

- Post secondary degree in marketing or other related field or equivalent in experience.
- Minimum 2 years of marketing and/or communications experience, preferably within the arts and culture sector.
- Excellent social media management experience using channels including Facebook, Instagram, YouTube and LinkedIn and social media management tools.
- Experience with Google Adwords, Google Analytics an asset.
- Solid graphic design capabilities.
- Ability to manage multiple projects and deadlines.
- Excellent verbal and written communication skills.
- Excellent working knowledge of standard Microsoft office software.
- Advanced working knowledge of Adobe Creative Suite.
- Knowledge of WordPress and Constant Contact an asset.
- Knowledge of arts disciplines and/or Coquitlam's arts and culture scene is an asset.
- Driver's license and access to a vehicle is an asset.

REQUIREMENTS

- Ability to work evenings and weekends as required.
- Valid Police Information Check including a vulnerable sector screening.
- Ability to lift 30lbs.

HOW TO APPLY

Submit a cover letter and résumé by October 23, 2025, 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 \$53,000. Benefits include extended health, Municipal Pension Plan, three weeks vacation and twelve paid sick days per year.