



## Senior Manager, Marketing & Communications

Reporting to the Director, Brand & Audience Development, this position presents an exciting opportunity to bring the arts to life for everyone by focusing on Arts Commons' marketing and communications strategy.

You are the ultimate ambassador for Arts Commons. You are an expert at telling our story – in all written, verbal, and visual forms. With sound knowledge of industry trends, you will provide your insights to lead and support all marketing and communications strategies. You are a motivating team leader that helps monitor, develop and coordinate activities for success of the team.

Applying your creativity and methodical skills, you will play a key role in ensuring Arts Commons' continued success in a vision of a creative and compassionate society inspired through the arts.

### Who we are:

Under new leadership, Arts Commons is embarking on a new path to support the Arts Commons ecosystem inclusive of artists, resident companies, and community groups. As one of the largest performing arts centres in Canada, Arts Commons strives to break down barriers to cultural participation by providing a modern, open, and inclusive gathering space in a central location.

#### We are:

Stewards of an arts ecosystem

- Our mandate is to provide and care for our assets

An Arts Presenter

- Our mandate is to produce and present multiple series, presentations and education programs annually

A Facilitator

- Our mandate is to ensure optimal access and utilization of our assets, by ourselves, our Resident Companies and the community at large

### At a glance

Employment:	Permanent
Hours:	FT (40 hrs)
Start Date:	ASAP
Salary:	\$70,000 - \$85,000
Location:	Calgary (in-office)

*Join us today and see for yourself some of the many reasons why we were voted as one of Alberta's Top Employers for 2020!*

**To apply, send your resume and cover letter to:**

[employment@artscommons.ca](mailto:employment@artscommons.ca)

## What we offer:

On top of the everyday excitement and buzz around being able to work the unique environment of one of Canada's top performing arts facilities, Arts Commons offers a competitive salary and a wide range of benefits:

- A collaborative, engaging and values driven work environment
- Salary in the range of \$70,000 - \$85,000
- A comprehensive health and dental benefits package, with RSP matching and access to an Employee & Family Assistance Program (EFAP).
- A positive working culture, keeping employee health and wellness a priority with generous paid time off policies and an annual lifestyle allowance.
- Staff celebrations, ticket draws, discounted early access to ticket sales, and so much more!

## What we value:

We are looking for individuals who share our vision of building a creative and compassionate society, inspired through the arts.

Our team is made up of people with a diverse range of interests — singers, actors, musicians, playwrights, coaches, teachers, gamers, bakers, photographers, athletes, dancers. People whose interests encompass the widest spectrum. We even have furry, four-legged friends in the office. We value people who strive to do the right thing, and work to be their best. People with open minds, hearts, and arms.

## What you will get to do here:

Every day you are immersed into a creative and inspiring environment, from the moment you pass by a cultural gathering on Olympic Plaza, to collaborating towards the unveiling of next season's programming brochure to our patrons and stakeholders, and all the interactions in between.

As the Senior Manager, Marketing & Communications, you are responsible for leading and planning the execution of all marketing efforts, both traditional and digital, for all initiatives related to Communications and Social Media, Marketing, Sales, and Creative Services. This includes accountability for the management of areas such as: analytics, brand, campaigns and projects, as well as business plan and budget preparations.

## Strategic Goals:

Champion the marketing, communications and sales initiatives of the organization in order to attract audiences, elevate the brand, maximize revenues, and expand the reach of the arts to a variety of communities.

## Where you fit within our ecosystem:

The Senior Manager, Marketing & Communications reports to the Director, Brand & Audience Development, and is responsible for the oversight, mentorship and performance of the Graphic Designer and Manager, Communications. This position works closely with the Programming, Development, Event Services and Finance teams, as well as external vendors.

## You will be a great fit if you...

- Have a sharp attention to detail and quality
- Have exceptional verbal, written, and customer service skills
- Possess strong project management skills, with the ability to analyze outcomes
- Are process oriented, have excellent organizational skills and an ability to work well under pressure
- Can gracefully handle multiple projects in a fast-paced environment
- Have a strong understanding of production process.
- Possess knowledge and skill towards design and production of creative materials, including design theory (balance, symmetry, alignment, etc.), usability, illustration, photo editing, typography, layout, copy writing, print processes, and space measurements.
- Work at a high level to contribute new design concepts and ideas to the team through both independent thinking, and in collaboration with the team environment
- Share Arts Commons' commitment to living our values
- Have a Marketing (or related) degree or diploma from an accredited program, and/or a minimum of 5 years comparable work experience in a digital landscape
- Advertising or Marketing agency experience, or in-house design/creative experience an asset

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If you are interested in applying to this exciting opportunity,  
please forward your resume and cover letter in confidence to:

Human Resources  
Arts Commons  
205 - 8<sup>th</sup> Ave SE Calgary, Alberta T2G 0K9  
Email: [employment@artscommons.ca](mailto:employment@artscommons.ca)

*Please state the position you are applying for. No phone calls please.  
We thank all interested applicants in advance but will only be contacting those selected for an interview.*

*If you have any specific questions to ask in relation to the role, please feel free to send them to the email address above or include them in your application, and a member of our team will do our best to respond to you in a timely manner.*

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### **Commitment to Inclusion, Diversity, Equity & Accessibility (IDEA)**

As part of our organization's commitment to IDEA, we work to remove barriers in collaboration with a broad range of voices. Removing these barriers begins with the hiring process. To that end, we are committed to recruiting, hiring, training, and promoting qualified people of all backgrounds, and providing accessible employment practices. Requests for accommodation can be made at any stage of the recruitment process, and applicants are asked to make their accommodation needs known.

It is the unique contributions of all our people at Arts Commons that drives our success. To that end, we are committed to providing an environment free of harassment and discrimination for everyone, and we will continue to work to ensure that our teams reflect the diversity of the communities we serve.