



**CONTEMPORARY
CALGARY**

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Marketing & Communications Officer (Parental Leave Contract Position)

Contemporary Calgary aims to provide Calgary and its visitors with a significant visual arts destination dedicated to modern and contemporary art. Contemporary Calgary shares a passion for art that is relevant, meaningful and challenging. We believe in the power of art to transform the places and the lives we live. Contemporary Calgary is seeking a full-time Marketing & Communications Officer to join the team to cover for a paternity leave, one-year contract.

Contemporary Calgary is an equal opportunity employer committed to creating a diverse, respectful and inclusive environment, and encourages applications from all qualified candidates for this position.

Please apply with a cover letter and resume by April 8, 2022 to careers@contemporarycalgary.com

Subject Line: Marketing & Communications Officer
Not all applicants will be contacted for an interview

Salary
\$55,000 per annum

Job Description

Contemporary Calgary is accepting applications for the role of Marketing & Communications Officer. This is a parental leave, contract position commencing on May 3, 2022 with a term expiring on Jun 30, 2023. Reporting directly to the Chief Executive Officer, the Marketing & Communications Officer is responsible for shaping and promoting the Contemporary Calgary Brand and encouraging engagement, participation and traffic to our exhibitions and public programs and events.

Key Responsibilities

- Develop marketing strategies, plans, campaigns, and calendars to support the activities of Contemporary Calgary.
- Plan and implement advertising campaigns across multiple channels, with specific emphasis in digital advertising, print, radio, outdoor, and direct mail.



- Meet with media representatives to discuss and secure campaigns and media sponsorships, and follow through with creating contracts, budgets, and fulfillment where applicable.
- Plan and deploy promotional campaigns to heighten awareness for specific exhibitions or events.
- Plan, execute and manage all facets of email marketing (ideas, content, messaging, scheduling, posting, tracking, and analysis for improvement).
- Manage Contemporary Calgary membership campaigns including database and communications management.
- Implement and manage email marketing automation system to setup and distribute emails to various audience groups.
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance with goals.
- Manage relationship and collaborate with our advertising consulting firm.
- Optimize conversion rates across ads, landing pages, channels and tactics. Ability to set-up and run A/B tests, analyze results and make recommendations.
- Manage campaign lists including pulling and cleansing lists to ensure data quality and compliance.
- Routinely analyze and report on advertising and promotions metrics and recommend methods to improve performance.
- Manage Contemporary Calgary website and social media accounts, including content creation and community management.
- Create, schedule, edit and distribute relevant content across all social media platforms to build audiences and increase public awareness.
- Support Curatorial with online events, Zoom Webinars & Livestreams.
- Responsible for reviewing web analytics and account dashboards, reports and key reporting tools, and develop strategies to improve results.
- Conduct audience surveys, collect and analyze data to use in the development of future marketing initiatives and audience satisfaction.
- Support the development of exhibition design with curatorial group including the design and production of gallery labels, wayfinding and signage, publications and other communication material needs.
- Support the creation of digital gallery experiences using PhileSpace Software.



Skills & Experience

- Bachelor's or College Degree in Marketing, Communications, or equivalent.
- 5+ years' experience. Experience in the visual arts and/or non-profit sector considered an asset.
- Microsoft Office proficient – Word, PowerPoint, Excel.
- Proficient in Macintosh Operating System environment.
- Experience working with Mailchimp email marketing solutions.
- Experience working with Square Space.
- Experience working with Sprout Social (or equivalent)
- Possess strong technology skills and the love of learning new things.
- Must be very organized, detail oriented and have strong analytical skills.
- Budget-management skills and experience.
- Analytical skills to forecast and identify trends and challenges.
- Familiarity with the latest trends, technologies and methodologies in marketing and advertising.
- Thrive working on multiple, concurrent projects and able to prioritize time.
- Working knowledge of email marketing software.
- Experience with website performance analysis.
- High level of independence and efficiency.
- Knowledge of website administration would be an asset, in particular developing websites using Square Space.
- Excellent communication and interpersonal skills.