Glenbow

# Manager, Communications & Marketing

Temporary Full Time Replacement (9 Month Replacement Term)
Hiring Manager: Cynthia Chang-Christison, Director, External Relations & Marketing
Closing Date: March 28, 2023

Please submit application to careers@glenbow.org

## About Glenbow

Situated in Calgary, Alberta, Glenbow is an arts and culture museum undergoing a complete transformation and reimagining of what a museum can be to the community.

Glenbow's team is passionate and dedicated to making art accessible for everyone. Every member of our team, regardless of job title or description, is focused on serving our community and reimagining the museum experience.

As an integral part of Calgary's community, the Glenbow team is focused on making arts and culture experiences accessible to everyone. We are dedicated community builders, working to shape the future of arts and culture in Calgary and beyond. Working at Glenbow also means you are part of an organization that recognizes its role in reconciliation and is working toward building an equitable community.

## The Role

Glenbow is searching for a **Manager, Communications & Marketing**, with experience in the development and implementation of a wide range of marketing, communications, media relations, and audience engagement tactics that support organizational activities and objectives. Reporting to the Director, External Relations & Marketing, this role contributes to Glenbow's success through the daily management of Glenbow's communications, marketing, media, and audience engagement strategies.

With proven marketing and communications experience, our ideal candidate will be responsible for being a collaborator and connector, both internally and externally, through communications, marketing, media relations, social media, and digital strategies that promote and support museum exhibitions, events, activities and programming.

Our ideal candidate will be a dynamic and creative leader who has exceptionally strong interpersonal, communication, and relationship building skills. They will also be well-organized, adaptable, self-motivated and a multi-tasker.

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# Role Responsibilities

## Communications and Marketing

- Develop and implement communications, marketing, public relations, and media strategies and plans to promote/support museum exhibitions, events, activities and programming
- Develop communications and marketing collateral (i.e., print and digital), media releases/kits, and other collateral as required
- Write content for external communications, stakeholder documents and reports, event scripts, and speeches
- Analyze market and museum-specific data to inform communication strategies and plans, as well as make recommendations on how to improve knowledge and understanding of museum's audiences
- Identify, solicit, and manage promotional and advertising opportunities
- Support the museum's brand and act as a resource to ensure internal and external alignment

## Engagement

- Liaise with vendors and consultants to achieve communications and marketing goals and deliverables
- Support the execution of audience engagement strategies to help inform the museum's strategies and programs
- Build positive relationships and collaborate with external partners – i.e., other non-profit organizations, community partners, and industry associations to work towards common goals and objectives

### Management and Administration

- Oversee, mentor, and evaluate team members, fostering a culture of high performance, creativity, and belonging
- Evaluate and report on impact of communications and marketing initiatives/activities
- Oversee data collection and analysis of marketing communication activities
- Oversight and maintenance of Glenbow's digital tools and accounts, including responding to customer inquires and comments through various platforms
- Develop and manage project budgets
- Contribute to the development of the annual marketing and communications budget
- Ensure timely payment and reconciliation of departmental expenses

## Qualifications for this Role

- A dynamic and creative leader, with the ability to develop compelling and successful communications, media and marketing strategies
- Strong knowledge of communications practices, including branding, public relations, and media/social media
- Collaborative and team-oriented in approach to work, with strong interpersonal, communication, and relationship building skills
- Adept at internal and external audience engagement, with an ability to work with diverse populations, as well as different worldviews and perspectives
- Demonstrated ability to develop, refine, and execute work plans with varying timelines
- Outstanding written and verbal communication skills
- Excellent conflict resolution and problem-solving skills
- Ability to manage multiple competing priorities
- Highly self-motivated with excellent organizational and planning skills

## Education & Experience

- 5+ years' experience within communications and marketing field, with 1-3 years' experience leading/mentoring teams
- A bachelor's degree/certificate in communications is considered an asset; however, equivalent work experience will be considered
- Experience working in a non-profit, arts & culture, tourism, or community engagement organization is considered an asset
- Broad understanding of digital tools and platforms, with a keen eye on trends and opportunities
- Demonstrated experience developing marketing and media strategies that meet objectives

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## Benefits of working at Glenbow

We recognize there are many reasons to believe in your work – and that everyone deserves to be valued, be part of a caring culture, be compensated fairly and be part of building our community.

**Flexible work environment** | We know having flexibility in how you work is important in today's workplace. From hybrid working options, flexible hours and more, Glenbow offers ways to achieve the balance you're looking for in your life.

**Health & wellness benefits** | We believe in physical and mental well-being. Our benefits package supports you and your family in your ongoing health.

**RRSP matching** | Glenbow matches employee RRSP contributions, up to 5%. Employees structure their retirement savings how they choose and Glenbow tops up those contributions.