



Marketing and Communications Manager

Youth Singers of Calgary is seeking a full-time Marketing & Communications Manager to join our dynamic and collaborative team. This is a high energy and fulfilling position where creativity meets planning to make a difference in the lives of Calgary's young people.

Youth Singers of Calgary (YSC) is a large community-based performing arts company. We offer music and dance training in 15 different divisions to over 500 members aged 3.5 through to adults. Each year, we produce two mainstage shows at the Jubilee Auditorium as well as a myriad of performances throughout the community. We have an incredible story to tell, and are looking for a talented marketing and communications professional to share it far and wide.

We have an administrative team of 10, both full and part-time, as well as an artistic team of 50 part-time contractors.

Learn more about us at <http://youthsingers.org> and <http://youtube.com/YouthSingersCalgary>.

YSC is an inclusive organization. We welcome applications from those with a commitment to upholding the values of equity, diversity, inclusion, accessibility, anti-racism, and reconciliation. Accommodations are available during the hiring process, upon request.

Summary

- This is a full-time position reporting to the CEO
- This position designs and executes marketing and communications strategies to meet objectives in recruitment, registration, sales, profile, branding, and fund development.
- Core hours are weekdays. Occasional weekend and evening commitment is required. Work hours are adjusted to meet the needs of the organization using a lieu time model.
- This position is supported by a dedicated administrative staff, as well as expertise from ParkerPR, an award-winning boutique public relations agency

Who are you?

You are a self-motivated person who takes initiative. You have a passion for youth and performing arts education, a growth mindset, a strong work ethic, and a positive attitude.

You have well-developed project management skills, with proven success in multiple projects with multiple deadlines. You are organized, with excellent time management skills, and are able to prioritize responsibilities.

You embrace collaboration and possess strong interpersonal and active communication skills. You are friendly, approachable, and capable of building relational trust and rapport with clients, families, volunteers, colleagues, partners, vendors, and the public.

Key Accountabilities

- Develop, implement, analyze, and refine marketing strategies and projects that align with YSC's goals and objectives, keeping YSC current and on top of trends
- Deploy and supervise a team of marketing volunteers
- Oversee creation of compelling content for social media, newsletters, email campaigns, website, and print materials
- Steward marketing contracts and automation tools, including the creative and booking of advertising, in both traditional and digital formats
- Ensure brand identity is consistent across all initiatives
- Manage community outreach and engagement including a presence at festivals, conventions, trade fairs, and community performances
- Ensure robust marketing and communications strategies are developed for registration, fundraising initiatives and events, donor/sponsorship campaigns, and capital campaigns

Skills and Experience

- Bachelor's Degree in Commerce, Marketing, Communications, or other related field
- Data driven mindset to continually assess and refine strategies
- Strong working aptitudes in MS Office Suite, Google Suite, Adobe Creative Suite, Canva, Mailchimp, Wordpress, Squarespace, Adwords, and Google analytics
- Proven success running various social media platforms, with advanced knowledge of social media metrics and KPIs
- Experience with photography/video capture and editing skills, creative writing, and an eye for graphic design are an asset
- Experience working with website optimization, including SEO
- Experience working in a non-profit or a volunteer-driven organization is an asset
- Able to provide a police information check, and vulnerable sector check
- Class 5 Drivers License

Compensation

- \$46,000 to \$50,000 annual salary
- 2 weeks vacation, negotiable
- Employee Benefit Program

How to apply?

Please send a cover letter and resume to Megan Emmett, CEO, at hr@youthsingers.org. Only candidates moving forward to an interview will be contacted. Applications are open until the position is filled.