

This is a permanent full time opportunity, 40 hours per week – may apply to work hybrid (minimum 3 days on site/2 remote)

Who We Are

The National accessArts Centre, affectionately named the NaAC, is an amazing but fast-paced, work environment where we all collaborate to provide artistic training, creation, exhibition, and present opportunities for artists with disabilities. As a creativity hub for artists living with disabilities, so often limited in their opportunities and choices, we blur the lines between professional artists, disabled artists, entrepreneurs, innovators, and storytellers by sharing their work internationally and re-shaping how the world views and appreciates their talents and place in our communities.

Who You Are and What You Will Do

You are a creative yet strategic thinker with a deep understanding of what it takes to understand, capture, and grow your audience through successful marketing and brand development! You have the vision to guide our brand and the excellent organizational skills to make change happen. Reporting to the President & CEO and working with other senior management and key personnel, you will lead the NaAC's communications and marketing, ensuring we maximize our reach and capacity to engage new donors and audience members.

Leveraging your previous experience in the non-profit arts world, you will apply your amazing skill set to achieve the following:

- **Brand Strategy & Communications:**
 - Develop and implement communication goals
 - Manage internal and external communications, email campaigns, newsletters, creating content, identify appropriate audience, etc.
 - Collaborate with senior leadership on NaAC's strategy for community outreach and involvement.
 - Liaise with internal and external stakeholders on all things pertaining to marketing and branding
 - Manage the NaAC's website, social media platforms, exhibition, and event collateral and marketing
 - Guide and lead the process to develop new marketing materials and edge our brand further onto the world stage
- **Budgeting & Reporting:**
 - Develop and manage a marketing and communications budget
 - Maintain accurate records to build an archive of communications materials
 - Create audience analytics reports and contribute ideas on how to grow different audiences
- **Administration & Events:**
 - Support the organization in planning and executing fundraising events and new programming
 - Support the Board of Directors to maintain accurate records; submit regulatory updates to various government agencies.
 - Provide administrative support to leadership as it pertains to marketing and communications as well as donor relations
 - Cover front desk absences

Experience and Skills You'll Bring

- Minimum 3 years relevant experience in arts marketing; non-profit experience is considered an asset.
- Demonstrable experience planning & executing marketing campaigns; social media management and marketing techniques; writing effective copy.
- Demonstrable experience with digital marketing, basic web editing, graphic design tools (WordPress, Canva, Adobe Creative Suite, etc.)
- Event planning experience.
- Ability to express and simplify information for a wide range of audiences Intermediate but strong skills in Microsoft Outlook and Word. Excel skills are an asset.
- Ability to work autonomously with a mature attitude yet also adept at team collaboration.
- Knowledge of compliance for accessibility standards in design is an asset as is experience working with people living with disabilities.
- Experience working with people living with disabilities is an asset.

Pay Rate & Working Hours

- \$60,000.00 annually + paid time off + paid health/sickness time
- Mon–Fri | 40 hours/wk. Possible eve/wkd
- Health benefits; RRSP/TFSA matching

The NaAC is a Diverse & Inclusive Work Environment

The National accessArts Centre is an equal opportunity employer and prides itself on offering a diverse and inclusive workplace, free of discrimination and harassment. We invite **all** qualified and eligible persons to apply. Decisions will be based on qualifications.

To Apply

Please read carefully – to apply, email your resume and cover letter as a single PDF document to Raewyn Reid at raewyn.reid@accessarts.ca. In addition, please attach the following three items to your email by way of showcasing your skills as they apply to this position:

- Sample of or link to social media graphics you have created
- Sample of or link to creative copy you have created for an event
- Sample of or link to a flyer, brochure, or other marketing collateral you have created to target interest or support

Please choose samples that are exclusively, or at least 80% your work. Samples may pertain to the same objective or be completely discrete.

Applications will be accepted up to midnight on May 15 and candidates will be selected for interviews based on the correctness and completeness of their application as well as their qualifications. Please note that we are unable to communicate with or grant interviews to all applicants and will only contact those selected for an interview.

The NaAC facility is 100% accessible. If interviewees require additional accommodations, please advise at the time of booking your interview and will endeavour to accommodate them. Should the successful candidate require ongoing accommodations, they are encouraged to identify these and provide supporting documentation at the time of accepting the formal job offer. The NaAC is committed to accommodating protected needs up to the point of undue hardship.

Employment will be contingent upon the successful candidate's ability to prove they are legally able to work in Canada at the time they sign a job offer and upon receipt of a clean vulnerable sector police check, that pertains to Canada, within 30 days of commencement. Failure to meet these requirements will result in termination of the employment relationship without notice.