



# Digital Communications Coordinator

Reporting to and working closely with the Manager, Communications & Media Relations, the Digital Communications Coordinator is an important member of the Brand and Audience Development team – providing support to Arts Commons' internal and external communication strategies and marketing initiatives that help develop and drive the promotion of the Arts Commons (master) brand and our sub-brands' (Education, Galleries, Connects, Presents) activities.

As our Digital Communications Coordinator, you will energize our marketing and communication initiatives by creating impactful promotional and automated email campaigns, and monitoring and analyzing patron data to measure the effectiveness of our communication efforts. You will also use your creative voice to write compelling stories that convey our brand offerings and generate audience engagement.

As an arts advocate, you aim to bring together artists and art enthusiasts through innovative ways of promoting community connections. You build excitement and awareness by supporting the development of promotional materials, online campaigns, and other initiatives that enhance patron loyalty and drive growth. Overall, you thrive in a fast-paced environment and are eager to help elevate our brand's visibility.

## Who we are:

Arts Commons is an 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.

### At Arts Commons:

#### Our Belief

- That equitable access to the arts is a human right

#### Our Responsibility

- To Redefine a bold and adventurous Calgary by championing and investing in creativity

#### Our Mission

- To be an inspirational force where artists, community and organizations celebrate cultural identities, experience the full breadth of human emotions, and ignite positive change

## At a glance

**Employment:** Permanent

**Hours:** FT (40 hrs)

**Start Date:** ASAP

**Salary:** \$45,000 - \$53,000

**Location:** Calgary (in-person)

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

To apply, send your resume, cover letter and portfolio to: [employment@artscommons.ca](mailto:employment@artscommons.ca)

Closing Date: June 3, 2024

## What we offer:

On top of the everyday excitement of working inside one of Canada's top performing arts facilities with a team of professionals that share a passion for the arts, Arts Commons offers a competitive salary and a wide range of benefits for this role:

- A collaborative, engaging and values driven work environment
- An annual salary in the range of \$45,000 - \$53,000
- 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.
- A dynamic role that will have you engaging in many different aspects of the arts

## 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:

As our Digital Communications Coordinator, you will have the opportunity to work with a dynamic team in leading the creation of our e-communications, including sales e-blasts, pre-show advisories, and special invitations. You will also assist in executing communications plans by preparing written materials for Arts Commons stakeholders including patrons, media, community partners, and internal stakeholders. Your expertise in data analysis and reporting will aid in informing departmental decision-making and strategic planning, ensuring that our integrated communications initiatives are effective and data-driven.

In this role, you will focus on developing communication materials that maximize the visibility and impact of Arts Commons' master and sub-brands. Success in the role will depend on your ability to prioritize and manage multiple projects and deadlines across key areas, including e-communications administration, data analysis and reporting, audience development, and communications and promotional support.

**Strategic Goal:** Amplify and enhance the organization's impact while championing Arts Commons' marketing and communications initiatives for audiences through impactful digital communication strategies, data-driven decision making, and comprehensive promotional efforts to achieve meaningful results in loyalty, satisfaction, and sales.

### Where you fit within our ecosystem:

The Digital Communications Coordinator is a member of the Brand & Audience Development department and reports to the Manager, Communications & Media Relations. This role works closely with other departments, such as the Ticketing Services, Development, and Programming, to ensure consistency in our internal and external communication efforts and identify opportunities for collaboration.

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

### Must have:

- Bachelor's degree in Communications, Digital Marketing, or related field and/ or a combination of comparable education and experience
- 1-3 years' experience managing and administering CRM and/or e-mail marketing software
- Proficiency in Microsoft Office Suite
- Sharp attention to detail – vigilant in analysis and proof reading
- Excellent communication, interpersonal and customer service skills
- Excellent writing skills across platforms and audiences
- Exceptional organizational and time management skills
- Positive attitude and willingness to learn
- Strong analytical skills
- Ability to work independently and in collaboration with other team members
- Critical thinking – analyze the numbers, look at trends and data, and come to new conclusions based on findings
- Ability to synthesize information quickly, make appropriate decisions, and offer recommendations and propose solutions
- Experience supporting marketing and communications initiatives in an in-house environment
- Experience with and passion for CMS, CRM, email, and marketing analytics tools & KPIs

### Nice to have:

- Database administration, an asset
- Knowledge of Calgary arts and culture, an asset

### 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.

We strongly encourage applicants who identify as part of underrepresented groups, including women, people of colour and those with disabilities to apply. Even if your past experiences do not align perfectly with every qualification, we strongly encourage you to apply anyway! An excitement and passion for Arts Commons can go a long way here, whether it's in this role or another.

**If you are interested in applying to this exciting opportunity, please forward your resume, cover letter and portfolio 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)

*Interviews will be conducted on an on-going basis and the job posting will officially close when a suitable candidate is found. For best consideration, please apply by the deadline date. While we hope to fill this position as earliest as possible, our commitment to finding the right candidate may require more time.*

*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 send them to the email address above and a member of our team will do our best to respond to you in a timely manner.*