



Do you believe in the power of ideas, possibility, and in building community?

Alberta University of the Arts (AUArts) is looking for a **Marketing and Communications Specialist** to support the short and long-term marketing and communication initiatives, projects, events, and fundraising initiatives of the university.

The Alberta University of the Arts is one of only four major art, craft and design focused Universities in Canada. Our internationally recognized programs and state-of-the-art facilities offer our 1,100 students a hands-on, studio-based education that leads to a Bachelor of Fine Arts, a Bachelor of Design, and an MFA in Craft Media. AUArts has deep roots in Calgary's creative community and our alumni have had an impact on creativity around the world. Alberta University of the Arts will be celebrating its centennial in 2026.

This is a full-time, permanent position starting as soon as possible. Hours of work are 35 hours per week, 7 hours per day. Occasional evening and weekends may be required to support annual events (approx. 6 per year).

Why AUArts?

AUArts is a community of thinkers, shapers, makers, and risk takers. We are students, faculty, staff, and alumni rich in diversity of culture and thought, challenged to fearlessly explore what moves us, drives us, and implores us to see the world differently.

Alberta University of the Arts (AUArts) is situated on the ancestral land of the Siksikaitisapi - Blackfoot Confederacy which includes the Siksika, Kainai, Piikani Nations and the shared territories of the Tsuut'ina Nation as well as the Iyârhe Nakoda-Stoney which includes Bearspaw, Chiniki, Good Stoney Nations and also the home of the Métis Nation of District 5 and 6. The City of Calgary has long been called Moh'kins'tsis by the Siksikaitisapi, Guts'ists'i by the Tsuut'ina, and Wîchîspa by the Nakoda.

The Opportunity

Competition # #2324-JL-AP-01

As part of the Advancement team, the Specialist contributes to the development and execution of strategic metrics-based, comprehensive and contemporary marketing and communications programs and tactics to enhance the University's reputation, brand, visibility, and engagement and to advance its strategic priorities in alignment with the University's mission, vision, and values.

Key Responsibilities:

Marketing and Communications

- Implement tactics to advance established strategic marketing campaigns and short- and long-term initiatives as well as to promote individual projects and events
- Develop content, materials and assets across all media to tell the story of AUArts and the impact university and its alumni has on art, craft, design, and innovation in Canada
- Write for diverse requirements including advertising creative, alumni stories, briefings, grant reports, fundraising initiatives, presentations, social media, website and newsletters
- Support and communicate brand integrity and reputation standards, throughout the organization through quality control, writing, editing, proofreading, and fact checking
- Book and manage ad campaigns across digital, social, out-of-home and print media channels; monitor and evaluate data analytics to produce regular reports on tactical efficacy and campaign results
- Maintain a robust understanding of paid and organic digital and social media channels; lead strategies to optimize these channels to reach target audiences
- Support the creation of regular internal and external newsletters as well as the planning and fulfillment of the social media content calendar
- Oversee and coordinate third-party suppliers to advance marketing and communication tactics and goals to meet management's purchasing requirements and processes
- Liaise with internal departments to support marketing and communication needs for student recruitment (degree programs, continuing education and professional development), audience development (exhibitions, commerce, community), and other general projects (student work experiences, employee recruitment) for AUArts and associated community initiatives

Community Relations

- Liaise with community partners on current/potential projects that raise the visibility of the university and provide alumni, students and faculty with opportunities for work experiences or resources to boost creative practices
- Assist in negotiating partnerships, coordinate contract requirements and oversee fulfillment of collaborative goals
- Support the Advancement Team in developing donor and sponsor-facing communications and collateral material, including with information gathering and alumni outreach relating to AUArts centennial
- Support the creation and organization of special events (e.g., exhibition launches), celebrations, and ceremonies
- Facilitate storytelling initiatives and opportunities by coordinating student/alumni/faculty participants

Project Coordination

- Coordinate project timelines, scheduling, budget tracking, procurement, invoicing, vendor contracts, and organizing digital files, assets, and marketing supplies
- Collect content and coordinate with external consultants such as social media creators, designers, photographers, videographers, animators, printers, market consultation/researchers, student interns, etc.
- Coordinate and support event set up and administration
- Ensure compliance with CASL, FOIP, fundraising, procurement processes, and other regulatory standards

Qualifications:

The following qualifications have been determined to promote likelihood of success in the role. In alignment with the principles of inclusion, individuals with an alternative equivalent qualification may be considered.

- Minimum 2-year Diploma in a relevant field (communications, marketing, journalism, public relations, advertising)
- Minimum 3-5 years of relevant experience in marketing and communications related work
- Advanced writing, storytelling, editing/proofreading skills; excellent written and oral presentation skills
- Demonstrated experience in planning and generating content (written and/or visual) for paid and organic communications and marketing channels, particularly digital marketing and social media platforms
- Demonstrated ability to problem solve, collaborate, and build relationships with internal audiences as well as external community partners
- Strong organizational skills with the ability to multitask and meet deadlines
- Experience with multiple software applications and tools, including digital marketing channels, social media platforms, analytic tools, business manager & creator extensions (e.g., Adobe Creative Cloud, Figma, Canva, SharePoint, Microsoft 365, Raiser's Edge, Drupal, Google Analytics, Meta, Mailchimp, Hootsuite) is an asset
- Experience working in a post-secondary environment that includes knowledge of post-secondary legislation, policies, procedures & collective agreements is an asset
- Demonstrated experience with marketing to drive traffic or ticket sales is an asset
- Demonstrated experience within a non-profit or charitable sector or in fundraising is an asset
- Experience in the art, craft and/or design and advertising industries is an asset

Competencies:

AUArts has established five common competencies to promote unity of vision and action in the organization:

- Healthy Spaces
- Active Inclusion
- Creative Innovation
- Collaborative Practice
- Strategic Leadership

What We Offer

- Comprehensive benefits package including pension and health spending account
- Annual vacation starting at 15 days, Personal days, and other types of leave
- Paid time off over the University closure from December 24 – 31
- Flexible / hybrid work arrangements

As a member of the AUPE bargaining unit (Local 071/006), this full-time permanent position falls under a classification 6 (Six) with the annual salary range is established to be \$57,456 - \$68,727 dependent upon skills, education and experience.

How to Apply

Apply Here: <https://can241.dayforcehcm.com/CandidatePortal/en-US/auarts>

Applications must be submitted as a single PDF document and include:

- Cover Letter
- Curriculum Vitae / Resume

Candidates will be required to create an account to submit an application. Please visit our [Application FAQ's](#) page to ensure your application is complete prior to submission. Please upload your single document to the “Resume” section – do not upload any documents to the “Cover Letter” section.

The deadline to apply is July 17, 2024. While we thank all candidates for their interest, only applicants selected for an interview will be contacted.

Further information about AUArts is available on our website at www.auarts.ca.

AUArts is an equal opportunity employer and is strongly committed to fostering inclusion and belonging within our community.

We welcome applicants who have demonstrated a commitment to upholding the values of equity, diversity and inclusion and recognize that diverse perspectives, experiences, and expertise are essential to strengthening our academic mission. We encourage applications from members of groups that have been historically disadvantaged and marginalized, including First Nations, Metis and Inuit peoples, Indigenous peoples of North America, racialized persons, persons with disabilities, those who identify as women and/or 2SLGBTQ+.

We recognize the legitimate and potential impact that career interruptions (maternity leaves, leave due to illness) can have on a candidate’s record of research achievement. Applicants are encouraged to identify in their application the impact that career interruptions may have had on their record of practice and achievement; this will be taken into consideration during the assessment process.

We are committed to making our recruitment, assessment, and selection processes as accessible as possible and provide accommodations as required for applicants with disabilities. If you require any accommodations at any point during the application and hiring process, please contact hr@auarts.ca. All requests for accommodation will be treated confidentially

Please note that all qualified candidates are encouraged to apply; however, applications from Canadians and permanent residents will be given priority. All successful candidates must demonstrate that they are legally entitled to work in Canada.

The collection of personal information is for the purpose of determining eligibility and suitability for employment as authorized by the Freedom of Information and Protection of Privacy (FOIP) Act, section 33(c). If you have any questions about the collection of your information, please contact our FOIP Coordinator at foip@auarts.ca.