



Communications & Marketing Director

Location: Calgary, AB

Job Type: Part Time (25 hr/week) with potential for FT expansion

Salary: \$2500 / month

About Us

Making Treaty 7 Cultural Society is an Indigenous arts and culture organisation that is focused on sharing Indigenous knowledge and culture through the arts. We have a small team with wide skill sets and experience that allows us to take a collaborative approach within all of our projects.

The Role

We are currently seeking to add a part-time Communications and Marketing Director, with the possibility of full-time expansion. The successful candidate will have strong copywriting and communication skills, a keen eye for graphic design and an understanding of both traditional and social media marketing. They should be able to prioritise and manage themselves and work independently both in the office or elsewhere.

Our programming is intended for a wide range of audiences that span areas of theatre, film, tourism, and Indigenous arts and culture. Interest, experience and understanding of these areas will be assets for the successful candidate. An understanding of the history of and a connection to the Indigenous communities in the Treaty 7 territory will be essential.

Responsibilities

- Work with the MT7 team to develop and implement brand, marketing and promotional strategies.
- Manage the company's social media profiles and presence, including Facebook, Instagram, TikTok, LinkedIn, YouTube, and other relevant channels.
- Manage various email campaigns, including the template designs, calls-to-action, and content used in our email newsletters.
- Create, proofread, and edit copy for various marketing channels, ensuring a consistent voice.
- Assist with outreach to other Indigenous organisations to amplify and promote Indigenous voices and programs throughout the territory.
- Research and create program-related content that supplies context and deeper understanding of Indigenous issues to non-Indigenous audiences.
- Assist with updating and maintaining the company website with current and relevant content.

- Create project-specific press releases and manage media access for artists and participants.
- Create and manage marketing calendars and workflows for various MT7 events, productions and promotions, as well as recognizing Indigenous days of significance. (Treaty Day, TRC Day, National Indigenous Peoples Day, Indigenous History Month, etc.)
- Use social media platforms to develop awareness and promote MT7 programs and events.

Your Qualifications

- Education in business administration, marketing, communications, or a related field. Degree or diploma preferred.
- 3-5 years of experience in marketing.
- In-depth knowledge of marketing principles and best practices.
- Ability to think strategically and analytically.
- Must have strong organisational and project management skills, as well as attention to detail.
- Excellent written and verbal communication skills, as well as outstanding copywriting and proofreading skills.
- Firm grasp on various marketing platforms, channels, and best practices, including social, digital, and email marketing.
- Strong ability to create and edit graphic design and digital video content.
- Knowledge of Wix, MailChimp, Canva and other editing software is a definite asset.
- Must be a self-starter and able to independently move projects forward, prioritise tasks, and meet deadlines.
- Good analytical skills to analyse metrics and create reports.
- Must have a high level of creativity.

Application

If you are interested in this position, please apply to Autumn EagleSpeaker, Executive Director at autumn@makingtreaty7.com and include the following:

- A cover letter introducing yourself, noting your community connections, and why you think you would be the best candidate for the position.
- A resume that includes your experience with the local arts or performing arts community.

Interviews will be conducted in late September with a start date in October 2024. Thank you to everyone who applies. Only those selected for an interview will be contacted and Indigenous applicants will be prioritised.

Posting Closes: Monday, September 30, 2024.