

## **Digital Marketing Manager**

**Position Title:** Digital Marketing Manager

**Job Type:** Part time

**Location:** Greater Toronto Area, working remotely at present

**Salary:** Commensurate to experience

### **About the Art Canada Institute**

The Art Canada Institute (ACI) is a dynamic, educational arts organization, dedicated to making Canadian art history a contemporary, multi-vocal conversation. With a digital library of more than forty expert-authored books, a robust online art education program, and a dynamic homepage, the ACI publishes original content online, in English and French, on the multifaceted artists who define this country's visual landscape. In a few short years, this young not-for-profit organization has become the go-to digital resource for educators, museum-goers, art lovers, and aficionados. Visit us at [aci-iac.ca](http://aci-iac.ca).

*At ACI, we are committed to building and fostering an environment where our employees feel included, valued, and heard. Our belief is that a strong commitment to diversity and inclusion enables us to promote the study of an inclusive multi-vocal Canadian art history to as broad an audience as possible, in both English and French, within Canada and internationally. We especially welcome applications from Indigenous people, racialized people, people with disabilities, people from gender and sexually diverse communities, and people with intersectional identities.*

### **Job Description**

As Digital Marketing Manager, you will have the expertise and knowledge to oversee all aspects of the well-being and smooth operation of the Art Canada Institute's website. You will work with the Executive Director and Deputy Director to devise a marketing strategy to grow the ACI's web presence and to ensure that our content reaches the broadest audience possible. As well, you will work with our web developer to manage and execute updates and changes to ACI's site and to make certain that it offers the best possible user experience.

### **Specifically this position involves:**

- Working with the Executive Director and Deputy Director to create tangible, strategic goals for the growth of the ACI website and audience.
- Creating, overseeing, and assisting with the implementation of an SEO strategy to ensure that ACI is meeting best practices and achieving its goals.
- Leading the implementation and regular reporting of ACI's website analytics platforms, and utilizing the data to effectively plan for new web developments, UX improvements, and ways to achieve ACI's goals.
- Creating meaningful organic and paid marketing strategies for the ACI's social media and email marketing campaign platforms to drive social engagement and website engagement and grow ACI's audience and followers.
- Auditing the ACI site according to the AODA/WCAG and creating a strategy for ensuring ACI's website is following best practices from year to year.
- Overseeing and leading the creation of new web designs and developments, including managing freelancers, staff, and contractors, overseeing schedules and budgets, creating detailed RFQs and Scope of Work documents as required, liaising with web developers, creating design briefs, and conducting QA on deliverables.
- Managing the ACI's web budget and effectively prioritizing maintenance work and new developments throughout ACI's fiscal year.

- Staying up to date with the latest trends in online marketing and design.
- Continuing to evolve the story, brand, user experience, accessibility, and responsiveness of ACI across multiple devices and browsers.

**Qualifications:**

- 7-10 years' experience in multi-platform digital content, strategy, web development, and UX design.
- Experience overseeing web development and strategic growth for WordPress sites that utilize Advanced Custom Fields, PolyLang, and custom development in PHP.
- Experience in auditing websites according to AODA/WCAG and creating strategies to ensure these guidelines are being met.
- Experience with developing e-commerce, email marketing platforms, social media, and other digital marketing strategies, with a record of achieving revenue and audience growth goals.
- Proven experience in managing Google Analytics and Google Search Console, including creating custom reports and event tracking, as well as analyzing data and reporting on your findings with easy-to-understand language and visualizations.
- Experience with creating and implementing SEO strategies to effectively achieve audience and reach goals.
- Ability to utilize analytics effectively to achieve the organization's overall strategic plan.
- Proven ability in communicating effectively with web designers and web developers, and in managing small and large-scale development projects.
- Proven ability to work with both large and small web development budgets to effectively achieve the organization's traffic and content goals.
- Capacity to act on immediate needs while building for the long-term vision and strategy.
- A love of visual arts is an asset, as is past experience working in the arts and/or educational sector.
- French language skills are an asset.

Please submit your CV and cover letter, as well as names of three references, to the attention of Jocelyn Anderson, Deputy Director, [janderson@aci-iac.ca](mailto:janderson@aci-iac.ca), by **October 1, 2021**. Please note that any application that does not include all three elements (CV, cover letter, and referees' contact details) will be deemed incomplete and will not be considered. We thank all interested candidates but only those considered will be contacted.