



Position Title: Senior Marketing and Communications Manager
Job Type: Full-time, 40 hours/week
Location: Primarily remote, see details below
Compensation: \$75,000 – \$90,000

POSITION SUMMARY

Are you passionate about Canadian art and its history? Are you interested in finding new and innovative ways to bring this subject to a broad public audience through 21st-century communications and storytelling? Are you a leader with a positive outlook and talent to get the best out of a team? Are you enterprising and driven to take initiative? Do you have resilience, and the ability to deliver excellence amidst tight timelines and changing circumstances?

If you can say “yes” to the above mentioned questions than you have the qualities that the Art Canada Institute is seeking for in a highly motivated Senior Marketing and Communications Manager. We’re looking for someone to join our dynamic not-for-profit organization that brings Canadian art and its history to a broad public audience through four key areas of programming: online and print publications; Kindergarten to grade 12 teacher guides; fellowships to change the narrative of Canadian art history; and a weekly newsletter.

The Senior Marketing and Communications Manager is a new position at the Art Canada Institute, required due to our success in doubling revenues over the past two years. This role is an opportunity to work with the leading thinkers in the Canadian art world and the Art Canada Institute’s dynamic Board of Directors to bring the organization’s mission to a growing audience.

Reporting to the Executive Director, the Senior Marketing and Communications Manager will take overall responsibility for communications, marketing, and planning to drive brand relevance, consistency, and engagement. The successful candidate will plan and execute a wide variety of communications activities, and work closely with ACI’s editors and content creators to promote and market the institute’s work to a domestic international audience. As well, the candidate will demonstrate a high degree of industry knowledge, impeccable written and verbal communication skills and an ability to work across departments, think critically, balance projects and responsibilities, and maintain deadlines.

In this unique position the Senior Marketing and Communications Manager has the opportunity to make immediate and meaningful impact in democratizing art. The job provides the kind of broad exposure and professional growth that can’t be found anywhere else in the world of visual culture.

The Art Canada Institute prides our self on the range of voices represented in our programming and seeks to reflect that diversity in our staff. We recognize that an inclusive workplace is key to promoting excellence and allowing all staff to reach their greatest potential. We will ensure that every job applicant is treated fairly in respect to race, ethnicity, gender, sexual orientation, socio-economic status, age, physical ability, religious belief, educational background, marital status, and parental status.

ABOUT THE ART CANADA INSTITUTE

The Art Canada Institute (ACI) is a dynamic, not-for-profit educational organization, dedicated to making Canadian art and its history a contemporary, multi-vocal conversation. Founded in 2013 to make Canadian art and its history accessible to all regardless of one's knowledge of the subject or proximity to a bricks-and-mortar museum, our programming is accessed in over 90 countries. It includes a growing open-access library of more than 50 expert-authored books, an innovative kindergarten to grade 12 online art education program, a fellowship that is redefining Canadian art history to be inclusive and multi-vocal, and a weekly newsletter that ties Canadian art to all aspects of life. Thanks to the production of robust and rigorously produced content, available online in English and French free of charge, in a few short years, ACI has become a national institution and the go-to digital resource for educators, museum-goers, and art lovers. Visit us at www.aci-iac.ca.

At ACI, we are committed to building and fostering an environment where our employees feel included, valued, and heard. We especially welcome applications from Indigenous people, racialized people, people with disabilities, people from gender and sexually diverse communities, and people with intersectional identities. 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.

RESPONSIBILITIES

Strategy: You will develop our communications strategy and deliver campaigns that result in organizational growth and recognition. You will identify, frame, and draw attention to ACI content to articulate our vision in the strongest possible manner, to increase our audience and strengthen our reputation.

Content creation, editing, and storytelling: You will prepare—or oversee the preparation of—all writing and editing of materials including but not limited to the ACI newsletter, social media, event notices, advertisements, thought leadership articles, press releases, blogs, video, and presentations about the organization for staff, the Board, and donors.

Team Management: You will lead a team of two to three direct reports.

Stakeholder Management: You will work collaboratively with ACI stakeholders across the industry so they understand our positioning and what our brand stands for, with the goal of growing grow the brand's reach.

Brand Growth: You will work strategically with the Executive Director and ACI team members to grow the key pillars of ACI programming.

Website content supervision: On a weekly and routine basis you will review the website to ensure that its communications are as strong as possible, identifying ways that the website can be regularly updated to connect with current events, offer fresh presentations of content, and present features targeted at specific audiences.

Print book marketing and distribution: In collaboration with senior leadership and ACI's distribution partners, develop and execute plans for the marketing of all ACI print publications.

QUALIFICATIONS

- Minimum of seven years' work experience in communications and marketing.
- Proven understanding of and passion for Canadian art and the Canadian visual arts sector.
- A university degree in a relevant discipline (art history, communications) and/or equivalent professional experience.
- Experience in managing internal stakeholders and external 3rd party partners.
- Excellent interpersonal skills and an adeptness to building relationships with different stakeholders.
- Experience working at a tech start-up or high growth business is an asset.
- Strong familiarity with Word Press and web development.
- Ability to think strategically and commercially but appreciate and respect the work of art historians.
- Strong understanding of social media in a professional setting and how to leverage social media/viral messaging as part of a PR strategy.
- Experienced in leading projects from start to finish.
- Proven ability to build and manage a multidisciplinary team (i.e. copywriters, brand & communications associates, product/service marketers, etc.) with an ability to meet deadlines and manage a budget.
- Impeccable written, visual and verbal skills, excellent copy accuracy and proofreading skills.
- Fluency in French is an asset.
- Excellent ability to research, analyze, and synthesize diverse information quickly and accurately to align stakeholder interests and the Art Canada Institute's principles, mission, vision, and needs.
- Advanced formatting skills in MS Word and Excel.

COMPENSATION

Salary range of \$75,000 – \$90,000 per annum, plus flexible health benefits, generous vacation, and remote working with work-life balance flexibility. The role will include occasional off-site events and meetings, which may sometimes be evenings and/or weekends.

APPLICATION SUBMISSIONS

Please submit your CV and cover letter to the attention of Sara Angel, Executive Director, jobs@aci-iac.ca, no later than December 2, 2022. Applicants will be assessed on a rolling basis.

We will be in contact to arrange interviews with those candidates invited further in the process. We thank all who are interested in Art Canada Institute and this role, but only those considered for next steps will be contacted.

Upon the request of the applicant, ACI will provide accommodation during the recruitment process. If you are selected for an interview and you require accommodation, please inform the Executive Director at the email address listed below.