



Approved By	<i>Nancy Noble</i>
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Reviewed	

Job Title	<i>Marketing Specialist</i>
Reports To	<i>Director of Development & Marketing</i>
Hours of Work	<i>Monday – Friday 9 am - 5 pm. There may be times when this position will be required to attend special events occurring evenings and weekends.</i>
Remuneration	<i>This is a union position CUPE Local 410, pay grade 7, \$31.43/hr</i>

Position Summary

The Marketing Specialist is a key member of the Development & Marketing Department and Gallery team. As the central marketing coordinator for the Gallery, the Marketing Specialist facilitates the development of internal and external materials with the Gallery’s public relations and marketing contractors. This position is responsible for the promotion and marketing of all Gallery programming, events, and initiatives. The Marketing Specialist will ensure the ‘voice’ of the Gallery reflects the organizations mission, values, and goals through various social platforms and all other Gallery communications.

This foundational role will identify marketing goals and objectives to implement strategic marketing plans that support the institutional initiatives. They will bring a specialization to digital marketing and build a creative multi-channel marketing strategy to create brand awareness and audience engagement. The Marketing Specialist will coordinate, facilitate, and oversee the creation and development of internal and external marketing materials, working closely with the Gallery’s public relations and marketing contractors, and the internal team members.

Responsibilities

Marketing, Communications & Content Creation – 50%

- Proof, coordinate and facilitate the development of internal and external marketing materials with the Gallery’s internal team member’s and the public relations and marketing contractors.
- Liaise with the Gallery’s contractors as part of the team that executes the annual marketing and public relations plan.
- Create and produce engaging content that builds trust and accurately communicates the organization’s mission, values, and goals.
- Manage all organic and paid social media, search engine optimization (SEO), and direct email marketing.
- Execute and oversee Social Media content creation and communications.
- Supervise the Gallery Representative (Digital Marketing Support)

- Market all Gallery programming as appropriate, while providing for the promotion of the Gallery's overall brand.
- Coordinate, produce, design, print, and archive all material as required for Gallery use
- Coordinate and develop the compilation and completion of all internal Gallery marketing and other print materials with the internal team including:
 - Gallery News (monthly e-news).
 - Programming newsletters, brochures and rack cards.
 - Visitor Services Screen.
- Event collateral (i.e., Paint-In, Urbanite, Gallery Associates). Edit and proofread new marketing and communications content before publication.
- Ensure consistency in message and format for all internal and external Gallery marketing content including signage.
- Prepare speaking notes for key Gallery events as needed.
- Elevate and enhance program descriptions in order to attract diverse audiences, fit various formats, and increase the visibility of the Gallery's initiatives.
- Assist team members with the design and production of House Tour Marketing and other events as time and resources permit. Prepare quarterly media summaries (or as required), of Gallery programming and events.
- In liaison with the Media Relations contractor, cultivate and maintain effective working relationships with media to communicate the Gallery objectives and oversee the execution of promotional programs.
- Assist with the design, planning and implementation of digital audience development initiatives that support corporate objectives (i.e., membership acquisition and retention, and volunteer recruitment).
- Along with the Director of Development & Marketing, develops and monitors annual marketing budgets.

Project Management & Website Administration – 30%

- Maintain, update, and oversee the Gallery's website to maintain accuracy of information to ensure best practices.
- Evaluate and report on the Gallery's marketing and communication initiatives (Facebook, website, etc.) and track the usage metrics.
- Identify and manage content and lead time for marketing and communications. Gather and analyze digital and web analytics to optimize SEO and address any issues.
- Project planning and management for the delivery of assets and collateral on track with the marketing schedule. Support the design and execution while ensuring the successful delivery of AGGV initiatives and activities, in addition to various department initiatives (Celebration of Art, Paint-In, Art Rental and Sales, interpreting the AGGV collection and curatorial projects, membership events).
- Guide social media content calendar and manage publishing queue.
- Track lead times, coordinate, and obtain assets for the successful execution of marketing deliverables and activities.
- Maintain workflow tools to support the administration of marketing activities with other team members and stakeholders.
- Onboarding for the Gallery's online project management system to streamline communications, prioritize workflow and meet targets.

Donor Stewardship & Volunteer Coordination – 20%

- Assist with on-going donor and membership communications.
- Participate in the Gallery's fund-raising campaign program as a member of the Advancement Department.
- Design and generate audience development initiatives in support of member engagement, fundraising initiatives, and institutional objectives in consultation with the Development Specialist and Director of Development & Marketing, including digital and print advertising.
- Assist with the preparation of funder/sponsor reports.

These are representative duties and responsibilities, which are not all encompassing and may change from time to time.

Communications & Reporting

Internal

- Reports directly to the Director of Development & Marketing.
- Responsible for the supervision of any contract the Gallery Representative for Digital Marketing Support, as needed.
- Maintains liaison with other members of the Gallery staff and fulfills the requirements as a member of a team that includes all the Departments of the Gallery.
- Participate in Gallery and Department meetings, and any relevant safety or orientations training.

External

- Board members, volunteers, donors, external contractors, and community members.
- Acts as the museum's representative.

Qualifications, Experience & Education

- Bachelor's degree in Communications, Project Management, Graphic Design, Public Relations, or Not-For-Profit/Fundraising Management or the equivalent combination of work experience and/or education.
- A minimum of 3 years of experience in marketing, design, development, or communications.
- Experience working in the visual arts sector an asset.
- Exceptional skills in graphic design and web design programs, Adobe Creative Suite (including InDesign, Photoshop, Illustrator) and Dreamweaver preferred (Graphic design portfolio).
- Strong writing and editing skills with the ability to identify tone and style for effective and culturally respectful and appropriate messaging for diverse audiences.
- Excellent time and project management skills organized and task-oriented, with an ability to respond in a timely fashion to inquiries and team communications
- Strong verbal and written communications skills in English; ability to effectively communicate with people from a range of backgrounds in a culturally diverse environment.
- Analytical skills that allow for understanding and drawing key implications from various Digital Marketing KPI measurement tools.
- Excellent interpersonal skills and the ability to work cooperatively and independently in a team environment. Supervisory experience is an asset.
- Experience in a high-paced, complex organization with changing priorities.
- Flexible, adaptable and solution focused. Intermediate knowledge of HTML (ability to code HTML without WYSIWYG editor), email management, and on-line retail programs.
- Working productively and positively with all gallery staff and volunteers in a friendly and welcoming manner to achieve the goals and mandates of the organization.

Working Conditions

- Ability to work a full-time, Monday to Friday, 9 am to 5 pm schedule; and evenings and weekends, as needed.
- Hybrid work structure with long periods of sitting and working on a computer.