



**JOB POSTING:** Marketing & Outreach Manager

Part-time contract position, February - November 2020

**DEADLINE:** January 26, 2020

**ORGANIZATION DESCRIPTION**

North Van Arts was established in 1969 as the North Vancouver Community Arts Council and operates with a mandate to build strong and healthy communities through the arts. A registered charity and non-profit organization, North Van Arts operates out of CityScape Community ArtSpace with additional exhibition, programming, and events presented around the North Shore.

North Van Arts has four main programming streams that require ongoing marketing throughout the year (exhibitions, arts education, art rental, membership) as well as events that occur annually and/or periodically. In addition, the organization is spearheading a regional cultural mapping project that will result in the launch of a free, online resource hub in March 2020. A new organizational marketing and outreach strategy will include this online map as an ongoing programme with multiple stakeholders and partners.

North Van Arts is an equal-opportunity employer that aims to work with all individuals and communities.

**JOB DESCRIPTION**

Reporting to the Executive Director, working closely with the Communications & Grants Manager, Social Engagement Manager, as well as all programme managers (Exhibitions, Events, Arts Education, Art Rental & Membership), the Marketing & Outreach Manager will create and help implement a marketing strategy and outreach plan for North Van Arts sharing our stories and laying groundwork for a new ongoing position within the organization. This work will help support the cultural mapping project, sponsorship, membership, and donor campaign work. The cultural mapping project's marketing and publicity is managed by an outside marketing firm. This position will liaise with this firm to help leverage and integrate the cultural mapping marketing for North Van Arts.

**RESPONSIBILITIES**

**Planning**

- Develop and oversee the implementation of organizational marketing and outreach strategy with a goal to build awareness of North Van Arts in the community
- Plan, direct, and implement strategies for marketing, partnership, and audience development
- Work with Social Engagement Coordinator to integrate marketing with social media
- Conduct market research to find out about community needs, habits, trends
- Integrate marketing plan for online culture map into organizational marketing plan
- Develop a plan for ongoing physical distribution of marketing materials
- Plan and implement initiatives to reach the target audience through appropriate channels

## Implementation

- Review current and update plan for marketing, publicity, and outreach
- Market annual events, arts education programmes, exhibitions, art rental programme, membership benefits & opportunities, and online culture map
- Oversee publicity and community outreach stewardship
- Cultivate opportunities for audience, membership and donor development
- Monitor data to measure effectiveness of campaigns
- Develop key messages for communications
- Leverage new brand identity and build brand awareness
- Coordinate and help develop content for print, web, and social media in collaboration with Programme Managers and Social Engagement Manager
- Identify and reach out to communities and organizations relevant to the various programmes and projects of North Van Arts, organize cross-promotions, and other partnership development initiatives, including the cultural mapping project partners
- Possibility of managing volunteers to assist with marketing plan implementation

## REQUIREMENTS / QUALIFICATIONS

- Bachelor's Degree or equivalent work experience in marketing, communications or arts administration and a minimum of 5 years experience marketing or in a related field
- Strategic thinker with strong project management skills and the ability to work both independently and within a team
- Diplomatic, enthusiastic, collaborative, capable, well-organized, detail oriented and able to prioritize
- A competent professional able to understand community needs and trends and generate creative marketing ideas
- Thorough understanding of marketing elements (including traditional and digital marketing) and market research methods
- Exceptional English communication and writing skills
- A good understanding and familiarity with current digital and social media channels, a working knowledge of WordPress, proficient user of MS Office and Adobe Creative Suite
- Awareness of the local arts scene, and the North Shore community
- A valid driver's license and access to a vehicle is an asset

## HOW TO APPLY:

Submit resume and cover letter to [jointheteam@northvanarts.ca](mailto:jointheteam@northvanarts.ca)

## REMUNERATION:

\$20,000 contract fee (expectation of average 2 days/week over 10 months)

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