

**VANCOUVER ART GALLERY ASSOCIATION**  
**REGULAR FULL-TIME EXCLUDED POSITION AVAILABLE**  
**DIRECTOR OF MARKETING & COMMUNICATIONS**

Reporting to the Associate Director, Director of Engagement & Strategic Initiatives, the Director of Marketing & Communications is responsible for the development and implementation of innovative marketing strategies including digital and social media communications to promote the Gallery, its exhibition programs and grow admissions and membership. Directs the Gallery's communications and media relations efforts including communications about the new Gallery building. Generates long-term support from the community through the membership campaigns. Oversees market and audience research, interprets results and translates into targeted marketing activities. Oversees the planning and execution of the Division's activities, determines general priorities, monitors progress and evaluates the effectiveness of the activities and procedures.

**DUTIES**

**Marketing**

Develops the vision and strategies for the Marketing Division within the context of the Gallery's strategic plan and three year annual business plan.

Prepares, administers and monitors the divisional budget.

Projects audience attendance figures for exhibitions. Oversees the development and execution of specific event marketing strategies to meet audience and admission revenue targets.

Works closely with all divisions including curatorial, education, public programs and development to promote the Gallery in its various markets. Determines priorities, tracks progress, revises plan as needed.

Cultivates relationships, negotiates and oversees the execution of promotional programs between the Gallery and corporate sponsors and major donors.

Directs destination marketing strategies to tourists.

Oversees the Gallery's graphic image ensuring that the Gallery presents a consistent and strong graphic image.

**Communications**

In consultation with the Associate Director, Engagement & Strategic Initiatives, develops, manages and implements comprehensive media relations strategies and campaigns, with an emphasis on exhibitions and the new building capital campaign.

Develops institutional, exhibition and special event strategies and concepts to maximize media coverage; oversees targeted, strategic “pitches” to members of the media on an ongoing basis.

Provides a full range of written communications, including the preparation of news releases, media advisories, backgrounders and speeches, as required.

Works closely with key members of other Gallery divisions to ensure factual accuracy of information on exhibitions, acquisitions and other special announcements.

In consultation with the Associate Director Engagement & Strategic Initiatives and other members of the senior management team, participates in the development of strategies to address institutional initiatives.

Serves as the primary media and press contact for all coverage of Gallery exhibits, events and campaigns. Ensures follow up on all media inquiries in a timely and efficient manner.

Cultivates and maintains effective working relationships with art and culture, news, tourism, entertainment and other media for the purpose of communicating Gallery objectives.

Works with external communication consultants and manages deliverables.

Ensures the continuous enhancement and refinement and maintenance of an extensive database of media contacts (local, national and international); including media clippings, print and electronic media.

Interacts and makes regular contact with members of the media; follows up on all media inquiries in a timely efficient manner.

Attends exhibition openings, fundraising events and other events as the Gallery’s media representative, serving as the primary media liaison and contact.

Monitors art, design, and cultural news, locally and abroad; identifies relevant and emerging issues and trend and encourages staff to do likewise.

Prepares written reports as required by the Associate Director, Engagement & Strategic Initiatives, including media equivalency data, media inquiries and site visits, as well as media “summary” reports for internal and touring exhibitions.

## **Membership**

Oversees the planning and implementation of membership acquisition/retention campaigns; writing of persuasive direct mail and other collateral materials; designing the promotional campaigns or special events to attract member prospects and retain current members; coordinating the cultivation and solicitation and recognition process for assigned

supporters. Collaborates with development team to graduate members to higher Gallery donor levels.

### **Leadership and Staff Management**

Provides leadership, training and support to marketing staff to implement established goals and objectives. Communicates, guides and directs all those involved to contribute fully to the realization of the Gallery's strategic and operational goals.

Participates in the senior management of the Gallery. Provides advice regarding the planning, development and effective communication of goals and objectives and the general management of the institution.

Together with the Associate Director, Engagement & Strategic Initiatives liaises with appropriate Board Committees and Trustees, providing support and advice where warranted.

In conjunction with the Director of Development ensures total integration of all marketing and development strategies to reinforce overall institutional consistency.

Represents the Gallery with a high level of integrity and professionalism.

Adheres to Gallery policies and supports management decisions in a positive, professional manner.

### **QUALIFICATIONS:**

- University degree in a related field with five to seven years' experience in a senior marketing management position with non-profit, art, cultural or entertainment organizations; extensive experience developing and implementing marketing plans, communication strategies and membership activities.
- Comprehensive knowledge of marketing and communications concepts, practices and techniques.
- Exemplary verbal communication skills and the ability to communicate in a clear and persuasive manner
- Excellent writing and editing skills.
- Excellent ability to work in a leadership role with staff, gallery and community contacts as well as Board members.
- Extensive experience with advertising, digital communications, media relations, issues management tourism and market research.
- Ability to work under pressure in a fast paced environment.
- Excellent time management.
- Demonstrated organizational planning, problem-solving and collaboration skills.
- Creativity and imagination.

Please send your cover letter and resume, in confidence, by Friday, May 17, 2019, to the Director of Human Resources, Vancouver Art Gallery, 750 Hornby Street, Vancouver, B.C. V6Z 2H7, Fax: (604) 682-1086 or email: [hr@vanartgallery.bc.ca](mailto:hr@vanartgallery.bc.ca)

*We thank all applicants for their interest; however, only those short-listed will be contacted.*