

**VANCOUVER ART GALLERY ASSOCIATION
REGULAR FULL-TIME POSITION AVAILABLE
COMMUNICATIONS MANAGER/PUBLIC RELATIONS SPECIALIST**

Reporting to the Director of Marketing, Communications & Public Affairs, the Communication Specialist acts as the primary media and press contact for the Gallery and is responsible for building and maintaining a proactive liaison with local, national and international media, as well as with key community partners. In consultation with the Director of Marketing, Communications & Public Affairs, the Communications Specialist develops and implements effective external communications strategies (offline and online) and initiatives to secure media coverage of the Gallery, its exhibitions and programs, as well as identifies and leverages opportunities to enhance the organization's visibility within the national and international visual arts community. The Communications Specialist continually enhances and refines an extensive database of media contacts (local, national and international); manages and maintains media clippings, including print and electronic media coverage and develops, coordinates and implements the Gallery's social media marketing strategy, including daily updates to all social media outlets.

The work requires liaison with Gallery senior managers to gain understanding of the Gallery's strategic and program objectives in order to effectively produce external communications, including the research and preparation of news releases, media advisories, backgrounders and speeches, as required. The Communications Specialist also acts as a media liaison at Gallery exhibition openings, media previews and special events and prepares written reports as required by the Director of Marketing, Communications and Public Affairs including media equivalency data, media inquiries and site visits, as well as media "summary" reports for internal and touring exhibitions.

DUTIES:

Communications

In consultation with the Director of Marketing, Communications & Public Affairs, develops, manages and implements comprehensive media relations strategies and campaigns, with an emphasis on exhibitions and facility expansion.

Develops institutional, exhibition and special event strategies and concepts to maximize media coverage; makes 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 Director of Marketing, Communications & Public Affairs 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.

Cultivates and maintains effective working relationships with news, travel and other media for the purpose of communicating Gallery objectives.

Works with external communication consultants and manages deliverables.

Continually enhances and refines an extensive database of media contacts (local, national and international); manages and maintains media clippings, including print and electronic media coverage.

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 trends.

Prepares written reports as required by the Director of Marketing and Communications, including media equivalency data, media inquiries and site visits, as well as media "summary" reports for internal and touring exhibitions.

Social Media

Plans, develops, coordinates and implements the Gallery's social media communications strategy.

Works closely with marketing, membership, curatorial, education and other content producers to develop content calendars, implement campaigns and coordinate distribution.

Defines metrics to evaluate the success of digital engagement initiatives.

Develops a community outreach program and identifies key online influencers.

QUALIFICATIONS:

- A university degree in Journalism, Communications, or other related discipline, along with five to seven years of related experience in a progressively more responsible communications/media relations position is required. Experience in the visual arts or non-profit sector is highly desirable.
- Thorough knowledge of the functioning of the news media and experience in working effectively with reporters and editors.
- Ability to communicate effectively with visual arts experts, as well as general-interest print and electronic media.
- Social media management skills
- Excellent verbal communication and writing/editing skills.
- Proven ability to function effectively in a team environment, as well as work independently. Excellent organizational skills and outstanding ability to establish and meet deadlines.
- Ability to react and respond to changing priorities and manage a complex and diverse workload in a dynamic, fast-paced culture.
- Ability to work independently as well as part of a strong Marketing and Communications team.
- Experience in managing relationships with external PR organizations and third-party agencies.
- Excellent computer skills, including database management, Word, Outlook, PowerPoint, and Excel.

SALARY: Pay Grade 23 \$27.90 to \$32.68 per hour

HOURS: flexible work schedule

Please send your resume, in confidence, by Wednesday, November 30, 2016, 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

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