

**VANCOUVER ART GALLERY ASSOCIATION**  
**REGULAR FULL-TIME POSITION AVAILABLE**  
**MARKETING SPECIALIST**

Reporting to the Director of Marketing, Communications and Public Affairs the Marketing Specialist will plan and manage strategic integrated marketing programs that leverage traditional and digital media to support exhibitions, programs and initiatives at the Vancouver Art Gallery. The Marketing Specialist is responsible for all aspects of marketing project oversight, setting project management schedules, including media planning and placement, design and production of materials, deliverables, and reviews for multiple parties internal to and external to the Gallery, and ensuring that campaigns remain on track to meet strategic objectives. Inter- and cross-departmental collaboration, and external relationship management with media partners, vendors, agencies, and designers is integral to this role.

**DUTIES:**

With the Director of Marketing, drafts annual proposed marketing campaign plans, budgets, and timelines.

Develops new lead generation ideas and initiatives to drive admission ticket sales online, through third party resellers and at the Gallery.

Plans, implements and manages innovative and creative print and digital advertising strategies across media, paid and owned channels (SEM, SEO, display, mobile, video and social). Develops critical path timelines for advertising plans. Sets and monitors campaign effectiveness (especially for online and social media campaigns), producing timely reports, and developing contingency strategies if required.

Develop a creative brief to guide each exhibition campaign. He/she will work with designers to develop the creative visual identity for each campaign and manage the application of the chosen design across all digital and print assets, and promotional collaterals.

Researches advertising media and maintains on-going communication with various advertising account representatives. Executes media buying within budget parameters. Develops advertising schedules with budgets, rates and key production dates for copy, design, and publishing/printing.

Negotiates advertising contracts and executes the placement for media buying (print and digital), which includes targeted online, search, and social advertising, email marketing, social media, video and other digital initiatives.

Oversees the fulfillment of media exhibition sponsorship contractual agreements.

Cultivates and maintains effective working relationships with media sponsors and external suppliers including media, print and distribution companies producing quality exhibition marketing materials.

Assists the Division Head with various special projects as requested.

**QUALIFICATIONS:**

- University Degree or Diploma relevant to Marketing
- Minimum 3 to 5 years progressively responsible marketing or advertising experience
- Demonstrated experience developing and managing integrated multi-channel marketing plans
- Strong verbal and written communications and project management skills
- Knowledge of digital marketing
- Experience in tourism development an asset
- Interest in the visual arts (especially modern and contemporary art), performing arts, architecture, and design.
- Strong Microsoft Office Suite skills
- Adobe CS5, HTML, Google Docs, Raiser's Edge or database software experience, and email marketing an asset

**SALARY:** Pay Grade 23 Step 1 \$27.90

**HOURS:** 70 hours per bi-weekly pay period

Please send your cover letter and resume, in confidence, by Friday, March 23, 2018, 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.*