

FOR IMMEDIATE RELEASE

## Vancouver Art Gallery Announces Jasmine Bradley as New Director of Strategic Communications & Branding



**October 27, 2022, VANCOUVER, BC** // *Traditional Coast Salish Lands including Musqueam (xʷməθkʷəy̓əm), Squamish (Skwxwú7mesh Úxwumixw) and Tsleil-Waututh (səlilwətaʔ) Nations*

[Vancouver Art Gallery](#) proudly welcomes **Jasmine Bradley** to the position of Director of Strategic Communications and Branding as of November 14<sup>th</sup>, 2022.

Jasmine brings with her over 15 years of experience in communications and a demonstrated history of working in the public sector. Most recently, Jasmine led communications as Executive Director of Communications & Public Affairs for E-Comm, British Columbia's 9-1-1 emergency communications centre.

In her previous role at E-Comm, Jasmine spearheaded the organization's internal and external communications, issues management and government relations strategies, public education campaigns, media relations and social media strategies.

"I am thrilled to have Jasmine join our team at such an exciting time for the Gallery," says **Broek Bosma, Vancouver Art Gallery Chief Advancement Officer**. "Jasmine's expertise and demonstrated leadership history in the public sector will be a major asset to the Gallery's campaign and ongoing initiatives. We look forward to having Jasmine lead strategic communications for our current Gallery, as well as helping to shape the future of our new Gallery."

In the role of Director of Strategic Communications and Branding, Jasmine will be responsible for the development and implementation of strategic communications that move forward the Vancouver Art Gallery's mission, vision and values. She will lead communication on the current Art Opens campaign and strengthen existing communications strategies.

"I'm honoured to be joining the Vancouver Art Gallery at such an exciting time for the organization and for the future of art in B.C." shares Jasmine Bradley. "As the Gallery continues its journey toward a new building in pursuit of its vision of art as a way for our communities to heal and create new connections and understanding, I am looking forward to leveraging my skillset and years of experience as a communications strategist to contribute to this vision in a meaningful way."

Jasmine holds an Honours Degree, Bachelor of Arts in Sociology from The University of British Columbia and grew up speaking five languages. She has served on the Board of Directors for the B.C. chapter of the International Association of Business Communicators and has extensive communications experience in the tourism and sport industries.

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## **MEDIA CONTACT**

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## **ABOUT VANCOUVER ART GALLERY**

Founded in 1931, the Vancouver Art Gallery is recognized as one of North America's most innovative visual arts institutions. The Gallery's ground-breaking exhibitions, extensive public programs, and emphasis on advancing scholarship all focus on historical and contemporary art from British Columbia and around the world. Special attention is given to the accomplishments of Indigenous artists, as well as to those of the Asia Pacific region— through the Institute of Asian Art founded in 2014. The Gallery's exhibitions also explore the impact of images in the larger sphere of visual culture, design, and architecture.

The Vancouver Art Gallery is a charitable not-for-profit organization supported by its members, individual donors, corporate funders, foundations, the City of Vancouver, the Province of British Columbia through the BC Arts Council and the Canada Council for the Arts.

*The Vancouver Art Gallery is situated on the ancestral and unceded territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətaʔ (Tsleil-Waututh) Nations, and is respectful of the Indigenous stewards of the land it occupies, whose rich cultures are fundamental to artistic life in Vancouver and the work of the Gallery.*

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