



Communications Coordinator

Reporting to the Communications & Media Relations Manager, the Communications Coordinator is an important member of the Brand and Audience Development team, providing support to Arts Commons' internal and external communication strategies and marketing initiatives that help develop and drive the promotion of the Arts Commons (master) brand and our sub-brands (Education, Galleries, Connects, Presents) activities.

As our Communications Coordinator, you will use your creative voice to write compelling stories that convey our brand offerings and generate audience engagement. You will also support our marketing and communication initiatives by creating impactful promotional and automated email campaigns, and monitoring and analyzing patron data to measure the effectiveness of communication efforts.

As an arts advocate, you aim to bring together artists and art enthusiasts through innovative ways of promoting community connections. You build excitement and awareness by supporting the development of promotional materials, online campaigns, and other initiatives that enhance patron loyalty and drive growth.

At a glance

Employment: Permanent
Hours: FT (40 hrs)
Start Date: ASAP
Salary: \$45,000 - \$55,000
Location: Calgary (in-person)

Join us today and see for yourself some of the many reasons why we were voted one of Alberta's Top Employers!

To apply, send your resume, cover letter and portfolio to:
employment@artscommons.ca

Closing Date: March 12, 2024

Who we are:

Arts Commons is an ecosystem inclusive of artists, resident companies, and community groups. As one of the largest performing arts centres in Canada, Arts Commons strives to break down barriers to cultural participation by providing a modern, open, and inclusive gathering space in a central location.

At Arts Commons:

Our Belief

- That equitable access to the arts is a human right

Our Responsibility

- To Redefine a bold and adventurous Calgary by championing and investing in creativity

Our Mission

- To be an inspirational force where artists, community and organizations celebrate cultural identities, experience the full breadth of human emotions, and ignite positive change

What we offer:

On top of the everyday excitement of working inside one of Canada's top performing arts facilities with a team of professionals that share a passion for the arts, Arts Commons offers a competitive salary and a wide range of benefits for this role:

- A collaborative, engaging and values driven work environment
- An annual salary in the range of \$45,000 - \$55,000
- A comprehensive health and dental benefits package, with RSP matching and access to an Employee & Family Assistance Program (EFAP).
- A positive working culture, keeping employee health and wellness a priority with generous paid time off policies and an annual lifestyle allowance.
- A dynamic role that will have you engaging in many different aspects of the arts

What we value:

We are looking for individuals who share our vision of building a creative and compassionate society, inspired through the arts. Our team is made up of people with a diverse range of interests — singers, actors, musicians, playwrights, coaches, teachers, gamers, bakers, photographers, athletes, dancers. People whose interests encompass the widest spectrum. We even have furry, four-legged friends in the office. We value people who strive to do the right thing, and work to be their best. People with open minds, hearts, and arms.

What you will get to do here:

As our Communications Coordinator, you will have the opportunity to work with a dynamic team in leading the creation of our e-communications, including sales e-blasts, pre-show advisories, and special invitations. You will provide assistance in the creation and execution of communications plans and the preparation of written materials for media, community and various audiences. You will inform departmental decision-making and strategic planning by preparing, analyzing, and summarizing data from our integrated communications initiatives.

This role focuses on developing communication materials that maximize Arts Commons' sub-brands' visibility and impact. Success in the role will be the ability to prioritize and manage multiple projects and deadlines. The key accountabilities of this role include:

- Seek opportunities to increase patron loyalty and brand elevation
- Lead the development and execution of audience survey campaigns
- Deliver impactful promotional and automated email campaigns
- Creation of written material in support of communications strategies
- Support data collection and analytics management

Strategic Goal: Amplify and enhance the organization's impact while championing Arts Commons' marketing and communications initiatives for audiences through the utilization of customer data, to achieve meaningful results in loyalty, satisfaction, and sales.

Where you fit within our ecosystem: The Communications Coordinator is a member of the Brand & Audience Development department and reports to the Manager, Communications & Media Relations. This role works closely with other departments, such as the Ticketing Services, Development and Programming, to ensure consistency in our internal and external communication efforts and identify opportunities for collaboration.

You will be a great fit if you...

Must haves:

- Bachelor's degree in Communications, Public Relations, or related field and/ or a combination of comparable education and experience
- 2-3 years' experience managing and administering CRM and/or e-mail marketing software
- Advanced Microsoft 365 skills (Word, Excel, Outlook & PowerPoint) with solid knowledge of marketing analytics tools (e.g. Google Analytics, etc.)
- Familiarity with Adobe Creative Suite
- Sharp attention to detail – vigilant in analysis and conclusions
- Strong analytical skills
- Exceptional organizational and time management skills
- Positive attitude and willingness to learn
- Willingness and drive to learn new technologies and find meaningful solutions

Nice to have:

- Experience supporting marketing and communications initiatives in an in-house environment
- Experience and understanding of customer relationship management
- Knowledge of design and production of creative materials, including design theory (balance, symmetry, alignment, etc.) and usability

If you are interested in applying to this exciting opportunity, please forward your resume, cover letter and portfolio in confidence to:

Human Resources

Arts Commons

205 - 8th Ave SE Calgary, Alberta T2G 0K9

Email: employment@artscommons.ca

Interviews will be conducted on an on-going basis and the job posting will officially close when a suitable candidate is found. For best consideration, please apply by the deadline date. While we hope to fill this position as earliest as possible, our commitment to finding the right candidate may require more time.

We thank all interested applicants in advance but will only be contacting those selected for an interview.

If you have any specific questions to ask in relation to the role, please send them to the email address above and a member of our team will do our best to respond to you in a timely manner.

Commitment to Inclusion, Diversity, Equity & Accessibility (IDEA)

As part of our organization's commitment to IDEA, we work to remove barriers in collaboration with a broad range of voices. Removing these barriers begins with the hiring process.

To that end, we are committed to recruiting, hiring, training, and promoting qualified people of all backgrounds, and providing accessible employment practices. Requests for accommodation can be made at any stage of the recruitment process, and applicants are asked to make their accommodation needs known.

We strongly encourage applicants who identify as part of underrepresented groups, including women, people of colour and those with disabilities to apply. Even if your past experiences do not align perfectly with every qualification, we strongly encourage you to apply anyway! An excitement and passion for Arts Commons can go a long way here, whether it's in this role or another.