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**Manager, Marketing and Communications**March 2024

Waterloo region’s leading public art gallery, the [Kitchener-Waterloo Art Gallery](https://kwag.ca/), connects people and ideas through art. Its nationally acclaimed exhibitions and programs welcome all to be inspired and challenged through a deepened understanding of ourselves, our cultures, and our communities.

**POSITION STATEMENT**

The Manager, Marketing and Communications is an innovative and energetic professional responsible for overseeing all media and communication activities aligned with KWAG’s mission, vision and values. As a member of the Gallery’s team, the Manager executes a comprehensive marketing and communications plan including public and media relations, traditional and digital media, social media, and e-communications. The incumbent plays a critical role in supporting the Executive Director and Senior Managers as they create excitement about the Gallery, sharing the Gallery’s aspirations, stories and programming initiatives, and engaging with partners, supporters and the community. This position reports to the Executive Director.

The ideal candidate is an effective team player with excellent creative, managerial, financial, interpersonal, and organizational skills, as well as demonstrated oral and written communication skills. A creative and innovative thinker, he/she possesses high energy to motivate self and coach others, with a vision for integrating marketing and communications with relevant programs, and is resourceful in developing and executing exciting and inspired ideas and concepts to raise the Gallery’s profile.

**Key Areas of Responsibility:**

* Provides leadership and implementation of KWAG’s Digital Strategy
* Oversees completion of new KWAG website (forthcoming in spring 2024)
* Develops and implements a comprehensive communications plan and budget annually
* Works collaboratively to create internal and external communications pieces and ensure that content is produced and placed throughout print, online and social media communications channels
* Responsible for all initiatives related to KWAG website, social media channels (Twitter, Facebook, Instagram, LinkedIn, YouTube), Constant Contact email marketing, Google Analytics, Google AdWords and other regular electronic and print communications
* Ensures that all staff follow a communication style guide standard for all print and digital communications
* Manages the development, distribution, and maintenance of all print and online collateral including (but not limited to) newsletters, brochures, reports, e-newsletters, social media presence, and website, on time and within budget
* Responsible for website content, ensuring accuracy and relevancy
* Tracks and measures communication initiatives with emphasis on data analysis
* Manages incoming requests for executive team speaking engagements, interviews and other public facing engagements, and takes a proactive approach in securing opportunities for leadership positioning through news editorials and speaking opportunities
* Executes advertising initiatives; ensures effective use of public service announcement opportunities, schedules and submits paid information listings (e.g. Akimbo) and ensures the timely distribution of community information materials
* Coordinates and edits the Gallery’s Annual Report
* Tracks, analyzes and archives media coverage
* Develops external media and agency relationships
* Crafts and distributes news releases, assembles pitch materials, and communicates with media contacts
* Establishes strong relationships with journalists, bloggers, industry professionals and other leading opinion makers
* Meets with tourism partners regularly and monitors related external sites to ensure KWAG is being promoted
* Liaises with hotels and other potential partners to collaborate on cross-promotional opportunities
* Attends relevant industry and community events to build relationships and promote KWAG

**Preferred Qualifications and Skills:**

* Bachelor’s degree or equivalent in related field
* Three years of relevant experience in marketing and communications
* Ability to write and edit across different platforms including social media, print and digital media
* Experience in updating website content
* Demonstrated computer literacy (Word, Excel, PowerPoint, Publisher, etc.)
* Excellent written and editorial skills
* Effective communicator with excellent interpersonal skills
* Knowledge of the Waterloo Region community
* Knowledge of Canadian media landscape
* Ability to work in a fast-paced, dynamic and changing environment
* Ability to work a varied schedule with expectation to work some evenings and weekends
* Understanding in communicating and engaging with culturally diverse communities
* Takes ownership of work, is proactive, and demonstrates initiative
* Knowledge of the arts industry or interest in the visual arts
* Understanding of challenges faced by not-for-profits and charities

**Other:**

This is a fully on-site position, with all hours worked at the Kitchener-Waterloo Art Gallery, typically between Monday and Friday, 9am to 5pm. Some evenings and weekends may be required (in which case, time will be given off in lieu). This role involves remaining in a stationary position most of the time in front of a computer, using a keyboard, mouse and telephone, and interacting with the public.

**Salary and benefits:**

This is a full-time position at 35 hours/week with a starting salary range of $50,000 to $55,000 per year. Three weeks of vacation and a health benefits package are also offered.

**Equity and Access:**

The Kitchener-Waterloo Art Gallery is committed to being an inclusive and respectful workplace that reflects the diversity of our community. We encourage and welcome applications that contribute to the further diversification of the Gallery, including but not limited to Indigenous, Black, and Racialized persons, persons with disabilities, and 2SLGBTQ+ persons.

Kitchener-Waterloo Art Gallery is an accessible venue that has been recognized with Gold Certification from the Rick Hansen Foundation.

**To apply:**

Please submit a CV with a cover letter outlining your experience and suitability for the position to:

Jenna Winter, Director of Finance & Administration

Email: jobs@kwag.on.ca

Deadline: Monday April 22, 5pm

Shirley Madill, Executive Director
Email: smadill@kwag.on.ca

We thank all applicants for their interest in the Kitchener-Waterloo Art Gallery; however, only those selected for further consideration will be contacted.

For more information, please visit: <https://kwag.ca/content/employment-opportunities>.