

Position Title: Marketing Coordinator & Graphic Designer

Supervisor: Denis Longchamps, Executive Director & Chief Curator

Permanent Full-time salaried: 4-day week / 32-35 hours per week

Working Days: Flexible including occasional evenings and weekends as required.

Compensation: Salary \$40,000 - 45,000 per annum, participation in group benefits plan following successful completion of probationary period, 3 weeks vacation, 4-day work week

Start Date: August 22, 2024

Reporting to the Executive Director, the Marketing Coordinator & Graphic Designer (MCGD) provides administrative and operational support according to priorities established by the Executive Director.

Demonstrating self-motivation and initiative, the MCGD is expected to support the stable operation of the Gallery regarding marketing coordination, social media and graphic design needs.

Key accountabilities:

- Create an effective marketing plan that promotes all aspects of the Gallery's operations including exhibitions, programs, the Gallery Shop, fundraising, and special events
- Draft and circulate press releases
- Prepare bi-weekly e-newsletters
- Ensure marketing and designs adhere to the Gallery's brand guidelines
- Design print materials to complement our rotating exhibitions including brochures (3-fold), catalogues (24-120 pages), and our annual IMPACT Report using InDesign software
- Complete daily operations of the Gallery's Social Media accounts (Instagram, Facebook, Twitter, TikTok) including posting, advertising, and responding to comments and inquiries
- Design print (newspaper and magazine) and digital ads as required
- Assist with marketing and promotion of Gallery programs (Eventbrite)
- Assist with management and updating of the Gallery's website (WordPress)
- Team player
- Organize and coordinate press events

Required Qualifications

- College or University degree in Graphic design and Marketing; or 3 to 5 years experience in a similar role,
- Engaging personality with great communication skills, both written and oral,
- Good knowledge of Office 365 (Word, Excel, PowerPoint, Access, Outlook),
- Experience managing social media including Instagram and Facebook,

- Experience with graphic design and photo editing software including Photoshop and InDesign,
- Ability to manage multiple projects with competing deadlines with a high degree of effectiveness
- Experience working with volunteers,
- Experience in the arts or cultural heritage sector and second language are an asset.

Knowledge/Skills

- Organizational and planning skills,
- Ability to build and maintain relationships,
- Excellent time management and demonstrated ability to meet deadlines,
- Ability to work collaboratively in a small-team environment.

To apply, send in one PDF document before July 28, 2024 the following:

- Cover letter
- Detailed Curriculum vitae or resume
- A portfolio of recent design work (social media, graphics, posters, print materials, etc.)

To Denis Longchamps, Executive Director, at director@theclayandglass.ca

The Canadian Clay and Glass Gallery invites and encourages applications from all qualified individuals, including from groups that are underrepresented in employment. Please note that only the candidates selected for an interview will be contacted.