COMMUNITY RELATIONS AND MARKETING MANAGER

Position Type: Contract

Key Responsibilities: artsVest National

Reporting to the Vice President, the Community Relations and Marketing Manager is responsible for promoting and selling the program nationwide by developing relationships in the community and increasing awareness of the program. Primary responsibilities:

The artsVest program is a matching incentive program designed to stimulate business investment in the arts; artsVest connects arts and heritage organizations to funding partners in the business community through matching funds and sponsorship training.

- Promote awareness and liaise with local community leaders to market the program in provinces, cities and local districts/municipalities in collaboration with the Vice President
- Create and maintain relationships with prospective stakeholders in each community by prospecting, cold calling, networking and appointment setting
- Create, maintain and steward relationships with media
- Plan soft launch of the program in prospective communities in advance of the program and hard launch in collaboration with the National Program Manager and artsVest Program Managers
- Responsible for developing partnerships and presenting informational sessions to local chambers and small/mid-size businesses in collaboration with the National Program Manager and artsVest Program Managers
- Responsible for establishing and maintaining relationships with strategic community partners and funders
- Make presentations to prospective funders of artsVest National
- In collaboration with local artsVest Program Managers, liaise with the Mayors, Chamber of Commerce Presidents and arts leaders in each artsVest community throughout the year
- Travel frequently to other provinces and cities to talk about artsVest to a broad audience of government, business and arts leaders, and deliver workshops to explain how the program works to different stakeholders
- Steward relationships with community stakeholders of the artsVest program
- Spokesperson for artsVest national when speaking opportunities arise

Key Responsibilities: Educational Resources and E-Tutorials: Responsible for researching, planning, advertising, public relations, product development, distribution, sponsorship and budgetary control of Business for the Arts’ educational resources and e-tutorials. In addition,
responsible for setting an infrastructure to release and host Business for the Arts’ online resources.

- Serve as a project lead for e-tutorials` project planning, development and delivery with assistance from content experts, instructional designer, graphic designer and other team members
- Develop, manage and evaluate marketing plans and innovative strategies for Business for the Arts’ educational resources in collaboration with the Communications Director
- Develop and manage digital marketing campaign for e-tutorials
- Oversee the social marketing strategy
- Enable setup of online infrastructure, prepare the release of e-tutorials and device strategies to drive traffic to the online resource web page
- Communicate with target audiences and manage client relationships, including troubleshooting
- Promote awareness about educational products, including live workshops, e-tutorials, publications, etc.
- Manage the production of marketing materials, arrange the effective distribution of marketing materials and email campaigns to promote educational products
- Write and proofread copies
- Liaise with designers and printers
- Maintain and update databases
- Conduct market research
- Manage regular reporting and tracking, and report metrics
- Review new technologies and keep Business for the Arts at the forefront of developments in digital marketing

Public Relations:
- Develop a comprehensive outreach plan and publicity strategy to promote artsVest program and educational products
- Communicate the artsVest story through our communications vehicles and through presentations, interviews and speaking engagements
- Create and execute community relations plans for aboriginal, francophone and other culturally diverse communities
- Document the impact of the program on an on-going basis
- Assist the Communications Director in writing press releases for the media and be able to field calls from local and national media

Grant/Proposal Writing and Reporting:
- Manage the artsVest proposal and grant writing to different public and private funders in collaboration with National Program Manager and Vice President
- Assist the artsVest National Program Manager and Vice President with reporting
- Provide prompt responses to requests for information about artsVest to prospective municipalities and provinces
• In collaboration with the Communications Director, manage the development of artsVest marketing materials from brochures to videos to highlight artsVest
• Ensure national media partnerships are leveraged
• Develop and maintain positive media relations for artsVest

Qualifications, Skills & Experience:

• 5+ years experience in Marketing, Public Relations, Communications, Community Relations, Digital Marketing or eCommerce
• Degree in Business Administration, Marketing, Public Relations or related field
• Comfortable with public speaking; at ease with senior business leaders, government leaders, arts professionals
• Knowledge of the arts and culture sector
• Negotiating and diplomatic skills
• Multi-tasking / many “masters” management skills
• Experience with leading search engine ranking, traffic and analysis software
• Excellent verbal and written communication skills and ability to interact and manage the expectations of clients, vendors, and internal resources
• Detail oriented
• Ability to work as a team member in small and busy environment
• French oral and written ability is an asset
• Clear understanding of Search Engine Optimization and Search Engine Marketing
• Deep interest and knowledge in blogs and business analytics
• Familiar with WordPress in terms of installing, creating templates and developing widgets
• Experience with Social Media strategy development and execution
• Show superior judgment and professionalism when corresponding with partners and team members
• Exceptional analytical skills: ability to analyze data, draw conclusions, execute recommendations and implement remedies
• Experience using CRM systems and Marketing Resource Management tools

Please forward your cover letter and resume to careers@businessforthearts.org