

## We're Recruiting For...

# Director of Marketing and Communications

Reporting to the Chief Executive Officer, the Director of Marketing and Communications is responsible for the strategic planning and execution of all marketing and external relations for Confederation Centre of the Arts. As a member of the leadership team for the Centre, this senior manager works to support all departments on developing marketing strategy and government relations, and leads a team of staff executing the day to day marketing and communications tasks to align with the institutional strategic priorities.

This is a dynamic position overseeing a team from graphic design, social media, communications, marketing, and sales, while working closely with colleagues in development, IT, arts programming, finance, and administration. The Director ensures brand consistency and effective communications with government, community partners, and funding agencies, and is responsible for budget planning and management for the department. The Director will:

- Lead and manage a marketing and communications team, empowering them to deliver in a fast-paced, high-volume environment
- Establish brand consistency across the program areas of the organization
- Create master plans for marketing, communications, and government relations
- Ensure successful implementation and execution of the master plans by the department's staff
- Ensure effective execution and consistent representation of various departments to multiple government agencies
- Supporting the Marketing, Communications, and Sales Managers with the:
  - Development and implementation of web marketing campaigns and e-marketing solutions to grow the Centre's web profile;
  - Sales of CCOA advertising and marketing opportunities;
  - Development and implementation of contests and promotions, such as season launch sales, gift card campaigns, show promotions, and securing prizes and corporate partnerships
  - External relationship and partnership development with Special Promotions/Requests from Tourism PEI, Tourism Charlottetown, Atlantic Canada Tourism Partnership, Chamber of Commerce, Discover Charlottetown, and other related organizations
- Provide input to strategic marketing direction for the Centre, working with the CEO and senior management team; conducting research, evaluating demand, and identifying target audiences



- Develop innovative ways to build brand awareness, and engage new audiences and diverse populations
- Participate on Centre committees and/or working groups as required
- Model the Centre's Organizational Values & Leadership Behaviours in all aspects of the work

The ideal Candidate will have:

- 7 years or more of progressive experience leading to a senior role in Marketing and/or Communications;
- Bachelor's or Master's Degree in Marketing, Communications or Business Administration or equivalent combination of education and experience in a related field;
- Advanced level of proficiency with the English language for speaking, reading, writing, and comprehension in a professional setting; ability to communicate, present, and engage with a variety of audiences and diverse populations
- Demonstrated knowledge of current marketing trends across multiple platforms
- Familiarity with the use of SEO, SEM, Geofencing, Google adwords, YouTube, Remarketing, Programmatic Buy, Content Solutions, and e-news
- Demonstrated knowledge of government relations and experience working with multiple levels of government, preferably in the cultural sector
- A goal-oriented personality and a demonstrated ability to handle many projects

The following would be considered an asset:

- Knowledge of, or previous experience working in the Arts, particularly Theatres, Art Galleries, Museums, or Arts Education
- Bilingualism (French/English)

### How To Apply

By email at [careers@confederationcentre.com](mailto:careers@confederationcentre.com) to the attention of Stephanie Gallant, HR Manager or in hard copy at the Security Desk of the Administration Offices. We appreciate the interest of all applicants for this position. However, only candidates selected for an interview will be contacted.

Confederation Centre of the Arts is committed to providing equal opportunities in employment. We welcome and encourage applications from people with disabilities and upon request will accommodate candidates taking part in all aspects of the recruitment and selection process.

**Closing Date: 12pm Noon Monday, June 3, 2019**