

May 1, 2019

## **Job Description: Marketing & Events Coordinator**

### **Position Summary**

Reporting to the Executive Director the Marketing & Events Coordinator will develop and implement an annual marketing/communications plan utilizing strategies designed to elevate the profile and engage public audiences of the VPAG. This position facilitates opening receptions and events for the gallery. The Marketing & Events Coordinator works closely with all staff, volunteers and VPAG committees.

### **Marketing & Communications:**

- Create all the graphic design pertaining to the Gallery and it's services, as well as design and distribution of all promotional materials for Gallery exhibitions, events and public programming including print, video, and digital media
- Create marketing plan including budget; manage, execute approved plan within budget
- Create and adhere to an approved design book/branding for the VPAG
- Manage the execution of marketing campaigns from concept to delivery
- Manage marketing for all Gallery events, programs and services
- Provide detailed monthly reports tracking that analyze performance metrics and measurements
- Website management and updates - CMS/WordPress
- Build awareness of the Gallery through social media
- Design and distribute Gallery newsletter and E-news
- Send out events and programming information to media through online listings, emails and press releases
- Promote Gallery Shop and Art Rental Program
- Support the Gallery Shop/Art Rental with bringing in new artists and artisans and marketing
- Maintain archive of exhibition materials/per exhibition

### **Admin/Sponsorship:**

- Create and maintain sponsorship relationships with local businesses
- Create an annual sponsorship brochure and distribute to current and potential supporters
- Design customized sponsorship packages for corporate partnerships
- Design and create the annual report for the AGM

### **Public Programming & Events**

- Plan details and activities for exhibitions, related programming and Gallery events
- Arrange/prepare bar & food service for as required
- Create engaging events that invite the community to experience the gallery in a new way – i.e. Art After Dark
- Assist in the planning of Midsummer's Eve of the Arts and Riot on the Roof
- Create all marketing material for these events and promote to the public and media through various channels
- Plan, promote and implement current public programs as assigned by Executive Director

The Marketing & Events Coordinator will complete additional duties as assigned and provide front desk back-up support when required.



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[www.vernonpublicartgallery.com](http://www.vernonpublicartgallery.com)

## Qualifications

- Degree or Diploma in Marketing & Communications, Graphic Design, Art Administration, Event Management or a related field
- 2-5 years' experience related to development in the arts

## Knowledge and Skills

- Excellent communication and organizational skills
- Excellent research skills
- Ability to determine priorities, be self-directed and work with minimal supervision
- Demonstrate understanding of not-for-profit organizations
- Self-motivated, productive and cooperative team player
- Proven ability to manage a broad workload and multi-task in a fast pace environment
- Strong interpersonal skills, including the ability to develop and sustain appropriate relationships
- Proficient in Microsoft Office, Adobe Creative Suite
- Proficient in website management systems, basic HTML programming skills, MailChimp and Survey Monkey
- Proficient in the use of social media
- Creative writing skills

## Other Requirement

- Valid Driver's License
- Serving It Right Certification
- Food Safe

## Working Relationships

This position must maintain exemplary relations with current and prospective sponsors and media to foster ongoing relationships in support of the Gallery. Working cohesively with Gallery staff and volunteers is also key to the success of this position.

## Working Conditions

- Location:** This position is based out of the Vernon Public Art Gallery. Work related to sponsors, campaigns and events is required.
- Hours:** While this position's schedule is 9:30-5:00 Monday through Friday, it is subject to irregular hours, evening and weekend work as required to facilitate openings, special events and programs.
- Wage:** \$30,940-34,500 + benefits (depending on experience)

Please submit cover letter and resume to:

Dauna Kennedy, Executive Director  
[dauna@vernonpublicartgallery.com](mailto:dauna@vernonpublicartgallery.com)

No phone calls please. Only candidates selected for an interview will be contacted.