



MACKENZIE ART GALLERY

engaging people in transformative experiences of the world through art

Job Title: Communications Assistant

Department: Development & Communications

Status: Full Time, Permanent, In Scope (CUPE 5791) Position

Primary Purpose: The Communications Assistant supports the development, implementation, and evaluation of communications and marketing strategies for the MacKenzie Art Gallery. The Communications Assistant plays an integral role in the development and production of all visual and graphic strategies and materials.

Nature of Work: Reporting to the Director of Development & Communications, the Communications Assistant specializes in visual and graphic communications strategy. The Communications Assistant works closely and collaboratively with the Communications Coordinator on communications and marketing strategies for Gallery programs and initiatives. The Communications Assistant must be knowledgeable in communications and marketing best practices and follow MacKenzie Art Gallery policies, guidelines, and practices, in order to ensure the Mackenzie's key messages and brand are consistently integrated across multiple channels of communication.

Accountabilities:

- Working with the Communications Coordinator to conceptualize, design and produce communications materials including paid advertising copy, invitations, brochures, posters, banners, etc.
- Assist with the establishment, monitoring, and meeting of deadlines for all communications activities.
- Develops, produces and implements visual and graphic strategies and materials for the Gallery including producing, editing or sourcing visual elements in a variety of platforms and target audiences.
- Develops promotional information using electronic media including multi-media presentation, email promotions, banner ads, etc.
- Proofs all promotional material made available to the public (both printed and electronic) and signage.
- Collaborates with tourism and community groups to enhance the profile of the MacKenzie Art Gallery.
- Works with the Communications Coordinator in the preparation of detailed budgets for communications and marketing for the MacKenzie and its programs

- Working with the Communications Coordinator to implement the MacKenzie's digital engagement strategy including overseeing the MacKenzie's social media accounts and coordinating the production of content for the website and mobile applications.
- Responsible for all website updates.
- Formats and distributes public service announcements and media releases, coordinates media interviews and publicity opportunities.
- In conjunction with the Communications Coordinator, establishes and maintains positive relationships with local, regional and national media personnel in order to effectively promote the MacKenzie Art Gallery.
- Assists with the production and monitoring of graphic standards and visual identity, including brochures, stationary, signage, etc.
- Maintains communications files and archives.
- Assists with the development, delivery and monitoring of reports, records, statistics and evaluations of communications activities, including attendance statistics and media coverage reports.
- Participates in Gallery fundraising initiatives, projects, and events.
- Performs other position-related duties as assigned.

Qualifications - Education: Minimum of a two (2) year diploma program in communications, marketing, public relations or in a related field.

Qualifications - Experience: A minimum of two years of directly related experience in a non-profit or similarly complex environment, with experience and success in developing, implementing, and evaluating effective marketing and communications strategies using a variety of mediums and channels. Experience in conceptualizing and overseeing the development of marketing initiatives and design. Familiarity with the MacKenzie Art Gallery and/or a non-profit organization would be considered an asset.

Skills: The demonstrated ability to think and act strategically; proactive, highly organized and self-motivated; ability to prioritize deadlines; strong team player with the ability to work independently, collaboratively, and within a team environment; creativity and understanding of effective design and promotions; ability to execute projects using Adobe Creative Suite.

Salary Information: The salary range will be commensurate with education and experience.

Benefits: This position includes a comprehensive benefits package.

HOW TO APPLY

Please apply no later than Monday, July 24, 2017, 4:30 PM.

Email: jackie.martin@mackenzieartgallery.ca

Please include "Communications Assistant" in the subject line of all applications sent via email.

Mackenzie Art Gallery
 Attn: Jackie Martin, Director of Finance & Operations
 3475 Albert Street
 Regina, SK S4S 6X6

Inquiries regarding this position can be directed to Jackie Martin, Director of Finance & Operations, at (306) 584-4250 ext. 4275. The successful candidate must submit a satisfactory Criminal Record Check prior to employment. The MacKenzie Art Gallery is committed to maintaining an inclusive culture and building a diverse workforce. We welcome applications from all qualified candidates.