



MACKENZIE ART GALLERY

engaging people in transformative experiences of the world through art

Job Title: Communications Coordinator

Department: Development & Communications

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

About the MacKenzie Art Gallery:

The MacKenzie Art Gallery (MAG) is Saskatchewan's most compelling art gallery, sited in the provincial capital commission of Regina. Programming primarily contemporary art, the MAG serves a senior leadership role as the only provincial organization with the mandate and facilities to address an encyclopedic range of visual art and culture. Purpose-built and maintained to Class A Museum standards, the MAG permanent collection spans 5000 years of art with nearly 5000 works. MAG was founded on the collection of its namesake, Norman MacKenzie (1869–1936), who bequeathed his collection to the University of Saskatchewan (Regina College), now the University of Regina. Opening in 1953, the MAG became independent of the University moving into our current facilities in 1990. MAG is located on the edge of the 2300-acre Wascana Centre (1962), the fourth largest urban park in North America. Wascana Centre was designed by renowned modernist architect Minoru Yamasaki, designer of the original World Trade Center in New York, and is a notable artifact of modernist design heritage. Today this park where science, culture, education and nature meet is the permanent home of the MacKenzie Art Gallery.

The selected candidate will become part of a team of a dynamic team of staff, volunteers, and Gallery members.

Primary Purpose: The Communications Coordinator will provide leadership and support while contributing to the development, implementation, and evaluation of communication and marketing strategies for the MacKenzie Art Gallery. The Communications Coordinator plays an integral role within the MacKenzie's communications efforts in building reputation, ensuring consistency of brand and messaging, as well as increasing profile of the Gallery on local, national, and international levels.

Nature of Work: Reporting to the Director of Communications, the Communications Coordinator specializes in communications and marketing strategy. The Communications Coordinator works closely and collaboratively with all departments of the MacKenzie Art Gallery, advising on communications and marketing strategies for Gallery programs and initiatives. The Communications Coordinator must be knowledgeable in communications and marketing best practices and follow MacKenzie Art Gallery policies, guidelines, and practices, to ensure the Mackenzie's key messages and brand are consistently integrated across multiple channels of communication. The Communications Coordinator must have excellent writing, editing, and design skills, and be comfortable in communicating about art and art galleries.

Accountabilities:

- Assists the Director of Communications with the development, implementation, and evaluation of effective multi-year communication and marketing strategies for the MacKenzie Art Gallery.
- Establish, monitor, and meet the deadlines for all communications activities.
- Drafts, develops, and edits written communications material in a variety of formats for multiple target audiences across varied platforms.
- Works closely with the Director of Communications and the Graphic Designer to develop and implement an organization-wide digital engagement strategy. Maintains the Gallery's online presence via the website and social media while continually seeking new opportunities to reach audiences digitally.
- Working with the Graphic Designer, ensures that graphic and visual elements are produced at the highest level of quality through strategic design.
- Works closely with the Director of Communications and external vendors to conceptualize, develop, distribute and monitor all promotional materials and activities including print, television, radio, outdoor, online, newsletters, brochures, and more.
- Assists the Director of Communications in developing and monitoring the communications and marketing budget.
- Responsible for creating speaking agendas and writing speaking notes for various MacKenzie employees and ambassadors including the Executive Director & CEO and President of the Board of Trustees.
- Assists with editing *At the MacKenzie* (tri-annual magazine), the Annual Report, and web publishing; responsible for project timelines, content development, writing, design, and production.
- Works closely with the Director of Communications to ensure an ongoing, positive presence in the media; responsible for the development of press releases and media kits as well as acting as a spokesperson for the Gallery during media interviews when appropriate.
- Assists the Director of Communications to ensure regular and consistent communication with Gallery stakeholders including members, donors, and the public at large.
- Assists with the production and monitoring of graphic standards and visual identity including brochures, signage, etc.
- Maintains an up-to-date communications and marketing archive (working with the Communications Assistant).
- Participate in Gallery fundraising initiatives, projects, and events.
- Works closely with other staff in the development, implementation and analysis of market research data.
- Performs other position-related duties as assigned.

Qualifications - Education: An undergraduate degree in business, communications, marketing, public relations, and/or a related field of study. IABC membership and accreditation are considered assets.

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. Knowledge of contemporary art world would be an asset.

Skills: Strong leadership and consensus building skills; the demonstrated ability to think and act strategically; 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; demonstrated exceptional written communications skills; ability to execute projects using Adobe Creative Suite.

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

Benefits: This position includes a comprehensive benefits package.

HOW TO APPLY

Please apply no later than Monday, March 19, 2018, 4:30 PM.

Email: caitlin.mullan@mackenzieartgallery.ca

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

MacKenzie Art Gallery
Attn: Caitlin Mullan, Executive Administrator
3475 Albert Street
Regina, SK S4S 6X6

Inquiries regarding this position can be directed to Caitlin Mullan, Executive Administrator, at (306) 584-4250 ext. 4279. 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.