



ArtsCan Circle Communications Manager Job Description Full-Time

Position Summary

ArtsCan Circle is looking for a Communications Manager to join our team. The role of the Communications Manager is to provide marketing support to advance our brand awareness and artistic programs throughout Canada. Reporting to the Executive Director, the role will coordinate the marketing and communications of press releases, newsletters, virtual events and in-person workshops, and fundraisers, while sharing our history, story and future plans. The ultimate objective is to ensure clear communication of our company's mission and message across all communication channels.

ArtsCan Circle's **mission** is to confront the multiple realities and inequalities facing First Nations, Innu, Inuit and Métis youth in remote, northern communities. To convey one clear message to the youth: You are valued and your voices are important.

What Do We Do?

We open pathways of opportunities for First Nations, Innu, Inuit, and Métis youth to collaborate with artists, access instruments and artistic tools, and share their stories through creative expression.

How Do We Work?

- We listen and respond to what the community expresses as a need.
- We cultivate meaningful, long-lasting, respectful relationships.
- We are flexible and inclusive.

Responsibilities of the Communications Assistant:

- Implement our communications strategy in line with our Strategic Plan.
- Produce (edit, write and publish) ArtsCan's communications material - including, but not limited to; social media posts (Facebook, Instagram, Twitter), LinkedIn, YouTube, press releases, brochures, one-pagers, newsletters, blogs and web content.
- Supports the business development function of the organization in the submission of proposals and related content and tools (concepts, graphics, logos, etc.), and participates in ongoing brand development and marketing of new offerings.
- Act as the primary point of contact for media queries and engagements.
- Manage and create the social media calendar.
- Community engagement across social media channels.
- Brainstorm with team campaign ideas.
- Coordinate Google Ads content.
- Track projects and media exposure by analyzing analytics, gauging campaign insights and exposure/success.
- Prepare marketing analytics reports.
- Attend/participate in online virtual events and programs as required.

Requirements of the Communications Assistant:

- Self-Identify as Indigenous, Inuit, Metis, and/or First Nations.
- Bachelor's degree in English, Communications, Marketing, or Graphic Design is highly preferred and 3 years of relevant experience.
- Must provide examples of previous marketing campaigns and social media efforts.
- Comfortable dealing with the media (making media pitches, and answering questions from the media when inquires come into the media team) and have a solid understanding of online, television, and radio media outlets.
- Measure, report and adjust communications activities based on outcomes.
- Fosters teamwork, collaboration, and learning within the team contributing to a positive work environment.
- Passionate about good editing, writing, and grammar.
- Proficient in office management software and design software such as Canva, Photoshop/InDesign and MailChimp and Wordpress.
- Experience in and with the arts and community capacity building.

To Apply:

Please send resume and letter of interest to Laura Vukson, Executive Director at:

executivedirector@artscancircle.org Only qualified candidates selected for an interview will be contacted.

Deadline for Applications: September 21, 2021. 5pm EST

Expected start date: October 4, 2021

Salary: Paid

Arrangements: This position is full-time and remote/working from home. We are accepting candidates from anywhere across Canada.

www.artscancircle.ca

Mailing Address: P.O. Box 20013 RPO Lansdowne, Toronto, ON M6K 0G1

Thank you for your interest and we look forward to connecting with you!

