



Job Description

Job title	<i>Marketing & Programming Supervisor</i>
Reports to	<i>Curator</i>

Job purpose

Reporting to the Curator, the Marketing & Programming Supervisor will manage the marketing and public programming for the Woodland Cultural Centre. The Marketing & Programming Supervisor will take the lead on marketing initiatives and public programming development, event planning, liaise with the local arts & cultural institutions, train summer students and interns, and look for opportunities to expand and improve the visitor experience. The Marketing & Programming Supervisor will work within the policies and procedures established by the Woodland Cultural Centre.

Duties and responsibilities

- Assist the Executive Director by leading the marketing initiatives and public programming development.
- Hire, train, and supervise summer students and interns, ensuring customer service and the visitor experience is positive and staff understand history and culture of the community.
- Implement the marketing plan/strategies aimed at increasing traffic to the Centre and its events
- Update and create content for website and all of the social media sites
- Coordinate graphic design jobs with 3rd party contractor
- Coordinate all video and photo shoots with 3rd party contractor
- Assist in the maintenance of partnerships and relationships with local arts and cultural institutions
- Research, identify, secure and preserve new or relevant public programming.
- Assist in installing permanent and temporary thematic exhibits.
- Implement public programming
- Assist with grant proposals, employment incentives, and requests for funding proposals.
- Assist with planning and operations of special events
- Creation of marketing reports to be reviewed by the Board of Directors.
- Perform other administrative duties as required

Qualifications

- University Degree in Marketing and Communication, Indigenous Studies, Performing Arts College Diploma in an applicable field such as Arts Administration, Cultural Studies, Tourism, or Marketing.
- Five (5) years' experience in marketing/communications, community development, and/or cultural heritage industry.
- Proven ability to develop and implement marketing projects and campaigns.
- The ability to manage projects, finances, timelines, deliverables and staff teams.
- High degree of professionalism with outstanding ability to work effectively and efficiently with colleagues at all levels of management.
- Ability to handle multiple assignments simultaneously and meet tight deadlines.
- Good verbal and written communication skills.
- Knowledge of Microsoft Office, iCloud, web-page, and social media applications.
- Knowledge of digital cameras, sound and video production

- Experience managing schedules and booking meetings.
- Must pass a police record check.
- Have a valid driver's license and reliable transportation and proof of insurance

Working conditions

- This position requires moderate physical effort.
- This position requires moderate visual/sensory effort.
- This position typically operates in a generally agreeable work environment.
- Mental Stress: There is regular deadline pressure from various sources.

Direct reports

Curator

Approved by:	<i>Janis Monture, Executive Director</i>
Date approved:	<i>2021-03-01</i>
Reviewed:	<i>Patricia Deadman, Curator</i>