



ARTS UMBRELLA

DIGITAL COORDINATOR, Marketing and Communications

Full Time (35 hours per week)

What if you could go to work every day with a renewed sense of purpose and direction, confident in the knowledge that the work you do contributes positively to the lives of children and the communities in which we live? Arts Umbrella is searching for an energetic, outgoing and organized Digital Coordinator to support our drive to inspire creativity...for good.

Arts Umbrella is where young artists ages 2–22 cultivate their creativity in Dance, Theatre, and Art & Design. As a non-profit organization for arts education, we believe that art is powerful. Powerful enough to change childrens' lives in incredible ways. When young people connect with the arts, they gain self-confidence, develop self-discipline, and discover creative expression—qualities they carry with them for life. Arts Umbrella has four locations in Vancouver and Surrey, as well as donor-funded programs at schools, community centres, neighbourhood houses, and healthcare facilities across Metro Vancouver. We reach over 24,000 students every year, with over 80% participating at no cost.

In the coming months, Arts Umbrella will be moving into a fully renovated building on Granville Island. This extraordinary opportunity will allow Arts Umbrella to realize our vision for a better world where all young lives are inspired to pursue a lifelong journey towards self-expression, compassion, and humanity. It is our mission to be Canada's leader in arts education for young people; to build community and deliver profound life experiences through our commitment to innovation, excellence, and inclusivity. Arts Umbrella is an organization where self-expression and creativity are valued and nurtured.

Diversity & Inclusion

Arts Umbrella is dedicated to promoting diversity and inclusion. Our commitment is reflected in our programming, the audience we engage with, the students we serve as well as the staff we employ. Diversity and inclusion in our organization means fostering a workplace in which individual differences are recognized, appreciated, and respected. We actively seek applications from Indigenous peoples, visible minorities, persons with disabilities, people of all sexual orientations and genders, and others with knowledge in diversity and inclusion to help us strengthen our commitment.

The Opportunity

Reporting to the Marketing and Communications Manager, the Digital Coordinator is responsible for, but not limited to, the following:

- Participate in the department's strategic planning sessions
- Manage Arts Umbrella social accounts, including Facebook, Twitter, Instagram, LinkedIn and Vimeo, to create engaging posts that sustain and increase audience engagement
- Upload content and manage updates to the Arts Umbrella website
- Use SEO and analytics to maximize results and achieve established marketing goals
- Manage Google AdWords and Google MyBusiness, among other digital marketing products
- Compile monthly social media and web analytic reports
- Help write, coordinate approvals, design, and deploy Arts Umbrella newsletters and emails
- Provide social media coverage for Arts Umbrella events
- Write articles and blog posts for the Arts Umbrella blog
- Maintain the Arts Umbrella events calendar
- Stay up to date with changes in all social platforms to ensure maximum effectiveness
- Provide support as needed to the marketing and communications efforts of the organization

Arts Umbrella Granville Island: 1286 Cartwright Street, Vancouver, BC, Canada V6H 3R8

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INSPIRING CREATIVITY. FOR GOOD.



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Here is what you bring

- Minimum of 2-3 years' experience in communications, marketing, or a related field
- Thorough knowledge of social media platforms and management tools, i.e. Hootsuite
- Comfortable working with Adobe Creative Suite
- Excellent written and verbal communication skills
- Exceptional organizational and time-management skills
- High attention to detail
- Ability to work under pressure and meet deadlines
- Creative thinker
- Excellent initiative and self-supervision

How to Apply

If you have what it takes and are looking for a great opportunity to work within a forward-thinking organization, send your resume and cover letter to job@artsumbrella.com no later than **Tuesday, September 8, 2020** indicating **Digital Coordinator** in the subject line.

We will review resumes as they arrive and schedule interviews when appropriate.

Arts Umbrella thanks all applicants for their interest and advises that only those selected for an interview will be contacted. **No phone calls please.**