



## **(Bilingual, English and Chinese) Marketing Content Specialist, Marketing and Communications** Full Time (35 hours per week)

Arts Umbrella is where young artists ages 2–22 cultivate their creativity in Art, Design, Dance, Theatre, Music, and Film. As a non-profit organization for arts education, we believe that art is powerful. Powerful enough to change a child's life 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 serve 24,000 young people every year, with 80% participating at little to no cost.

In April 2021, Arts Umbrella moved into a new home on Granville Island. This transformational opportunity will allow us to further 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 full of heart, 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 Manager, Marketing and Communications, the Marketing Content Specialist is responsible for, but not limited to, the following:

#### **Content Marketing**

- Manage Arts Umbrella's social accounts, including Facebook, Twitter, Instagram, LinkedIn, Vimeo, WeChat and RED to create engaging posts that sustain and increase audience engagement
- Provide social media coverage for Arts Umbrella events
- Write articles and blog posts for the Arts Umbrella blog
- Help write, coordinate approvals, design, and deploy newsletters and emails



### Digital Marketing

- Use SEO and analytics to maximize results and achieve established marketing goals
- Manage Google AdWords and Google MyBusiness, among other digital marketing products
- Comfortable with booking and optimizing sponsored social media ads
- Compile quarterly social media and web analytic reports, including ongoing recommendations for performance improvement
- Upload content and manage updates to the Arts Umbrella website
- Help implement WeChat Pay/Alipay to make it easier for Chinese families to make payments

### Marketing

- Discover, nurture, and steward relations with Chinese media
- Help coordinate general marketing and communications efforts and needed
- Participate in weekly department meetings and strategic planning sessions

### Here is what you bring

- Minimum of 2+ years' experience in communications, marketing, or a related field
- Thorough knowledge of English & Chinese social media platforms
- Working knowledge of Adobe Creative Suite and familiarity with scheduling software, i.e. Later
- Excellent written and verbal communication skills
- Ability to read and write Mandarin (translation of marketing materials would be a plus, but not required)
- 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](mailto:job@artsumbrella.com), **Marketing Content Specialist** in the subject line.

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