



Manager, 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 Senior Director, Marketing and Communications, this position supervises and directs the workflow of marketing and communications by assigning job tasks, facilitating departmental communications and managing external relationships. The aim of this role is to maximize collaboration, efficiency and creativity by building and maintaining consistent branding and messaging across all marketing and communications channels.

Marketing

- Working closely with our in-house designer, oversee the creative development of all promotional materials, ads and other marketing-related projects, including videos
- Responsible for writing and obtaining internal approval for marketing strategies & creative briefs
- Ongoing research of market trends, demographics, and competitor services to help inform marketing strategies
- Adjust marketing campaigns and strategies in response to collected data and other feedback
- Ensure consistent brand voice throughout the organization and in the marketplace
- Contribute to the formation of the department's annual budget
- Coordinate and implementation of special events when required



Communications and PR

- Lead writer of marketing copy, speeches, newsletters and blog posts. Assign writing to team members or contractors as needed, providing editorial oversight
- Work with Senior Management on internal communications – writing and editing staff emails
- Lead and oversee the development of content for the website and social media
- In collaboration with external partners, oversee the development of media advisories and news releases. Develop and maintain a comprehensive media list
- Coordinate messaging for key spokespeople

Leadership

- Ensure all staff are armed with an understanding of Arts Umbrella brand standards and key messages to tell the organization's story both internally and in the marketplace
- Ongoing stewardship of relationships with outside vendors, such as printers, photographers, and videographers. Ensure that all vendors adhere to their creative briefs, the timeline and budgets
- Contribute to the annual Marketing & Communications plan
- Actively participate in weekly marketing meetings with immediate team
- Build relationships with internal leads across all Arts Umbrella program areas through regular meetings and communication
- Ongoing mentorship and feedback for the continued growth of the Content Marketing Specialist

Here is what you bring

- Minimum of 5+ years' experience in communications, marketing, or a related field, including at least 1 year in a managerial role
- Excellent writing skills – well versed at writing engaging, branded content, both short and long form
- Strategic thinker and able to help set department goals and objectives
- Advanced interpersonal skills, able to relate to multiple stakeholders
- Experience working with Microsoft Office, Adobe Creative Suite, and WordPress, familiarity with Blackbaud, Basecamp and scheduling software, i.e. Later
- Exceptional organizational and time-management skills
- High attention to detail
- Ability to work under pressure and meet deadlines
- Creative thinker, not afraid to think outside the box
- 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, indicating **Manager, Marketing and Communications** 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.***