



## Coordinator, Marketing and Communications

**Employment Type:** Full-Time position, 5 days per week (35 hours per week)

**Location:** Granville Island

### About Arts Umbrella

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 allows 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 Coordinator, Marketing and Communications is responsible for, but not limited to, the following:

#### Content Marketing

- Manage Arts Umbrella's social media accounts, including Facebook, Instagram, LinkedIn, and Vimeo to create engaging posts that sustain and increase audience engagement
- Provide social media coverage for Arts Umbrella events (i.e. on-site coverage on Instagram stories, re-posting partner content for Splash, Nicola Wealth Invitational to Benefit Arts Umbrella, Scholarship Night, etc.)
- Provide support to the coordinators of the Arts Umbrella Dance and Splash social platforms as needed
- Write articles and blog posts for the Arts Umbrella blog
- Help write, design, coordinate approvals, and deploy newsletters and emails
- Assist with the writing and production of Arts Umbrella's Annual Report and Program Guide
- Assist with the planning and execution of photo and video shoots



### 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
- Manage and update Arts Umbrella's online listing presence (i.e. Stir, Vancity Kids, MAX, etc)
- Book and optimize sponsored social media ads on Instagram and Facebook
- Compile quarterly social media and web analytic reports, including ongoing recommendations for performance improvement
- Upload content and manage updates to the Arts Umbrella website

### Marketing

- Help coordinate general marketing and communications efforts
- Participate in weekly department meetings and strategic planning sessions
- Assist with all marketing campaigns as needed, including administrative support
- Assist with marketing support for Arts Umbrella's Fund Development team's initiatives and events, including the annual Splash Art Auction and the Nicola Wealth Invitational to Benefit Arts Umbrella

### Here is what you bring

- Minimum of 2+ years' experience in communications, marketing, or a related field
- Previous experience with the arts and/or non-profit sector is an asset, but not required
- Thorough knowledge of social media platforms
- Previous experience with international platforms such as WeChat and RED a bonus, but not required
- Working knowledge of Adobe Creative Suite, Microsoft Office Suite, Slack, Google Suite, and project management platforms (i.e. Basecamp)
- Familiarity with social scheduling and monitoring software (i.e. Later and/or Hootsuite)
- 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 at taking initiative and working independently

### 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), **Coordinator, Marketing** 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.**