



Job Posting

Marketing Coordinator

Full-time

35 hours/week

Annual salary range: \$42,000 – \$44,000

Do you have a passion for storytelling and project coordination?
Join our team and **make arts thrive** in Port Moody.

Organization Description:

Established in 1998, PoMoArts, the Port Moody Arts Centre, is a not-for-profit organization that creates art experiences to engage, challenge, and awaken opportunities for connection. We provide art education, exhibitions, and community art experiences in the City of the Arts with various partners and artists each year. We are a busy Arts Centre that builds community through art and are looking to grow our collaborative team.

Job Overview & Candidate Profile:

Reporting to the Executive Director, the Marketing Coordinator is responsible for coordinating and creating all of PoMoArts marketing, promotion, and graphic design. This includes promotion of all programs, exhibits, events, and any other activities or initiatives for the Arts Centre. This position will plan, track, and measure all marketing and promotion for PoMoArts, working closely with the entire staff team.

Digital Media & Graphic Design:

- Create print and digital communication materials, as required, to promote events, programs, exhibitions, and any other Arts Centre initiatives
- Take photographs and videos, as required, to support social media campaigns, website updates, or other promotional or archival needs
- Edit video and audio for reels and video promotions

Marketing Coordination:

- Develop and maintain coordination documents and/or systems to track and plan for marketing and promotional needs for PoMoArts activities
- Develop and update all communication channels, including website, newsletter, YouTube, LinkedIn, social media, and all external media contacts, drafting or editing all copy, as needed

- Implement the brand of the organization, including educating and liaising with other staff members to ensure alignment of brand across the organization
- Seek out marketing partnerships and opportunities
- Manage summer assistant position, or other related positions, who will support your work from time to time.
- Any other tasks that may be reasonably required of this position

Required Qualifications & Experience:

- University graduate in Communications or Marketing, or equivalent experience or training
- Demonstrated experience in marketing and graphic design
- Strong knowledge of digital marketing and social media platforms, tools, and analytics including but not limited to Facebook, Instagram, Twitter, Google, etc.
- Strong writing, editing, and proofreading skills
- Highly developed verbal, visual and written communication skills in English
- Critical eye and strong attention to detail, with an eye for consistency across multiple projects
- Excellent organization and project management skills with the proven ability to prioritize multiple tasks and meet deadlines without compromising quality
- Self-motivated with the ability to work both independently and learn on the go
- Experience using platforms for mass emails
- Proficiency in Content Management Systems for website design and updates and relevant desktop applications, design and photo-editing software, and online tools e.g. Microsoft Office Suite (Word, Excel, Outlook, PowerPoint), Adobe Creative Suite, Canva, Google Analytics, Hootsuite, etc.)
- Ability to work evenings and weekends, as required

Assets:

- Experience with photography and video production, particularly for social media platforms (e.g. Instagram and Facebook stories and live videos and/or YouTube)
- Experience in Communications and Marketing planning
- Aptitude for digital engagement
- Have own camera that can be used for photography and video capture of Art Centre activities
- Familiarity with search engine marketing and optimization
- Verbal and written skills in a second language, particularly French, Mandarin, Cantonese, Korean, Farsi

How to Apply

Please submit your application to jobs@pomoarts.ca , according to the following guidelines:

- PDF format of your COVER LETTER and RESUME (in one combined or two separate documents)
- Please use “Application: Marketing Coordinator” as the subject of your email
- **Application Deadline: September 23, 2024 at 5pm**

PoMoArts is an equal opportunity employer. We welcome applications from qualified individuals from diverse backgrounds, and do not discriminate on the basis of gender, gender identity, race, ethnicity, age, sexual orientation, or (dis)ability.

We thank all applicants for their interest; however, only those candidates selected for an interview will be contacted.

Visit pomoarts.ca for more details.