

Job Description: Communications Officer

This is currently a maternity leave position, ending March 2017 with possibility for extension.

The Edmonton Arts Council (EAC) is a not-for-profit organization that supports and promotes the arts community in Edmonton and works to increase the profile and involvement of arts and culture in all aspects of our community life. The EAC, recognizing that Edmonton is a city that values the role of arts in society, encourages innovation, exploration and dialogue in and with the city's arts community. The EAC, via its full range of activities, strives to reflect the diversity of the city of Edmonton.

Reporting to the Communications Director, and working with various EAC program areas, the Communications Officer develops and implements strategies that create awareness of, interest in and engagement with the activities of the EAC and the arts in Edmonton.

These strategies:

- Create awareness of the EAC's grant programs and their impact in the community
- Connect artists with the EAC
- Contribute to a stronger sense of community and connection with and among the arts community in Edmonton
- Build awareness of and positively position the work of the EAC
- Celebrate and promote the arts in Edmonton
- Promote initiatives of the EAC (TIX on the Square, Churchill Square programs and other supportive initiatives)

This is a generalist position that requires the ability to work on multiple projects simultaneously, and involves a wide range of communications activities including creating promotional materials, writing, media relations, social media, event planning, marketing, advertising and community engagement.

The ideal candidate enjoys the thrill of research, storytelling and working with the big picture. You are excited by the chance to use a variety of mediums and platforms to share the story of the arts in Edmonton. You exercise creative, judicious and strategic use of social media as a communications tool, and understand the value and role of more traditional tools as well.

Specifically, the Communications Officer

- Creates and distributes EAC Weekly
- Develops and implements communications strategies for EAC grant programs and services to ensure appropriate distribution and notification of upcoming deadlines, selection process information, and specific program outcomes
- Monitors program outcomes for "success stories" and researches and mines existing EAC data to generate stories/information/position of the EAC and the arts in Edmonton
- Working with the Communications Director and appropriate stakeholders, develops and implements department/project specific communications strategies (including, media

- relations, speeches, advertising, marketing, social media, events, partnerships, etc.)
- Creates and implements social media strategy for EAC programs
 - Stays informed of developments, stories and issues around the arts in Edmonton and the cultural sector in general and applies this knowledge and understanding of the sector towards developing successful communications for the organization
 - Provides media coaching to staff and coordinates with media as required
 - Updates the EAC's website
 - Supervises contract staff, as needed, ensuring deadlines are met and budgets are adhered to
 - Work with Communications Director on other projects as directed

Qualifications and Skills:

- A degree or diploma in public relations, journalism, communications, or a combination of other relevant education and experience
- Minimum of 3 years experience in strategic communications and media relations
- Strong writing and editing skills
- Media training
- Demonstrated success at community engagement/consultation
- Event planning from concept to execution
- Ability to manage multiple projects
- Ability to work collaboratively
- Appreciation of and familiarity with the arts in Edmonton
- Strong working knowledge of MS office (MAC OS)
- Web experience an asset, including familiarity with content management systems
- Knowledge of Adobe Creative Suite an asset
- Proficiency in a language other than English is an asset
- Membership in IABC, CPRS an asset

Employment Term

This is currently a term position ending March 2017 with possibility for extension or permanent status.

Remuneration

\$45,000 to \$58,715 per annum. EAC benefits package.

Apply to

Sally Kim, Operations Director
Edmonton Arts Council
2nd Floor, Prince of Wales Armouries
10440 108 Avenue, NW
Edmonton, Alberta T5H 3Z9
Email: skim@edmontonarts.ca, single attachment please

Applications will be accepted until 4:30PM (MST), January 7, 2016.

The Edmonton Arts Council thanks all applicants for their interest in this employment opportunity. Only those candidates under consideration for the position will be contacted. We are an equal opportunity employer. The EAC encourages diversity and welcomes applications from all qualified individuals.