Job Title: Communications Manager

Department: Development & Communications

Status: Full Time Out-of-Scope

The Position: The MacKenzie Art Gallery is seeking a thoughtful and creative candidate to fill the role of Communications Manager. Our Mission is to provide transformative experiences through art; we aim to provoke ideas, emotions, and discussion with open-minded exploration; we are on treaty land and we are proud to be an ally in championing Indigenous artists; and we recognize that it is our responsibility to reflect our diverse communities and make the gallery a welcoming space. We encourage applicants who can help us live up to these ideals and create meaningful, reciprocal and innovate connections with our various communities.

Reporting to the Director of Development, the Manager of Communications combines proven skills and experience to plan and implement the extensive communications and marketing needs of the MacKenzie. As an integral part of the senior leadership team, the Communications Manager will design, execute, and assess multi-year and annual marketing and communications strategies for the Gallery.

As the leader of the Communications team at the MacKenzie Art Gallery, the Communications Manager helps build effective relationships across the organization and the community. The team gathers qualitative and quantitative data and feedback gathered through multiple communications channels, synthesizing communication impacts that can drive recommendations through the development of reports, analyses, and recommendations to the CEO and the senior leadership team.

About the MacKenzie Art Gallery:
The MacKenzie Art Gallery is Saskatchewan’s original and most comprehensive art museum, serving a leadership role in Western Canada. This is a watershed moment in the history of the Gallery, as it is undergoing a multi-phase organizational transformation. Programming primarily contemporary art from the prairies, Canada and abroad, the MacKenzie addresses an encyclopedic range of visual art and culture and is an ally in the research and presentation of Indigenous art. Housed within an over 115,000ft² facility, maintained to Class A Museum standards, the MacKenzie permanent collection spans 5000 years of art with nearly 5000 works. The MacKenzie was founded on the collection of its namesake, Norman MacKenzie (1869–1936), who bequeathed his collection to the University of Saskatchewan (Regina College), now the University of Regina.

Opening in 1953 in the first purpose-built art gallery building in western Canada, the MacKenzie enjoys a nationally unique partnership with the University of Regina. After separating in 1990, and moving to its current premises, the MacKenzie now maintains separate board governance, site and an expansive mandate and quarters in the T.C. (Tommy) Douglas Building. The MacKenzie is situated in Treaty Four territory, traditional land of the Cree, Saulteaux and Metis, and home to the Dakota, Nakota and Lakota peoples. The MacKenzie is located on the edge of the 2300-acre Wascana Centre, the largest urban park in Canada, where nature, culture and education meet. Wascana Centre (1962) was designed by renowned modernist architect Minoru Yamasaki, designer of the original World Trade Center in New York, and is a living artifact of modernist design heritage.
The selected candidate will become part of a team of a dynamic team of staff, volunteers, and Gallery members.

**Nature of Work:**

Reporting to the Director of Development, works collaboratively with the management team and other staff to conceive, implement, and evaluate strategic marketing and communications and public relations strategies for the gallery. The Marketing Manager must have proven success in designing and executing marketing and communications strategies and campaigns, and have strong knowledge and understanding of current trends in digital and social media to ensure consistency of the MacKenzie Art Gallery brand alignment with Mission and Vision, Strategic and Business plans, brand and visual identity, and how these documents are realized through all programs, visitor experience and engagement.

1. **Marketing and Communications Strategy:** Works in collaboration with the management team and other staff to conceive, implement, and evaluate strategic marketing and communications direction and public relations strategies. Works in collaboration to develop, implement, monitor and evaluate multi-year strategies and goals to market and promote the Gallery, exhibitions, programs, services and events to diverse audiences using appropriate methodologies and channels.

2. **Supplier Relationships and partnerships:** Manage relationships with suppliers and agencies for communications activities, including tenders, negotiations, budget and schedule management. Work closely with development staff to propose, secure, monitor and evaluate media partnerships reflective of the Gallery's goals and planning.

3. **Website and Social Media:** Works in collaboration with the management team to develop the overall quality and user experience of the Gallery website, and the experience of the Gallery’s online presence and website as an additional program venue and destination, consistent with organization goals, mandate and vision. Oversee, implement and evaluate guidelines for the Gallery's presence and use of social media.

4. **Budget and Statistical Reporting:** Oversee and allocate communications budget to ensure its use if fully maximized. Responsible to maintain and report on communications statistics and activities and deliver reports.

See attached job description for further details.

**Qualifications - Education:** Requires a bachelor’s degree in business, communications, marketing, public relations, and/or related field of study. IABC membership and accreditation are considered an asset.

**Qualifications - Experience:** A minimum of three years of directly related experience in a non-profit, or similarly complex environment, with excellent knowledge of art gallery museum procedures, experience and success in developing, implementing and evaluating effective marketing and communications strategies using a variety of mediums and channels; experience in conceptualizing and overseeing the development of marketing initiatives and design; must be familiar with art and art galleries, and comfortable discussing issues affecting the arts today; familiarity with the MacKenzie Art Gallery and/or a non-profit organization would be considered an asset.
Skills:

- Proven strong presentation, written, and communication skills;
- Proven success designing and executing marketing and communication strategies and campaigns;
- Strong knowledge and understanding of current trends in digital media / social media;
- Proactivity, self-motivation, and ability to meet deadlines;
- Creativity in developing relevant marketing content;
- Highly developed project management and time management skills;
- Strong emotional intelligence with a commitment to promoting an ethical and equitable work environment;
- Must be able to think analytically and strategically;
- Strong team player with the ability to work independently and collaboratively;
- Ability to execute project using Adobe Creative Suite.

Term: permanent full-time

Salary Information: $68,250 to $75,000

Benefits: This position includes a comprehensive benefits package.

The MacKenzie Art Gallery is committed to maintaining an inclusive culture and building a diverse workforce that includes women, Aboriginal, Inuit and Métis peoples, persons with disabilities and members of visible minorities who have traditionally been and are currently underrepresented in the Canadian workforce. We welcome applications from all qualified candidates.

HOW TO APPLY
Please apply no later than Tuesday, October 27, 2020, 4:30 PM.

Applications for this position can only be submitted via the MacKenzie’s job application portal.

Any applications submitted via email or by mail will not be considered.

To visit the portal and apply, please click here.

Inquiries regarding this position can be directed to Jackie Martin, Director of Finance and Operations, at (306) 584-4250 ext. 4275.

The successful candidate must submit a satisfactory Criminal Record Check prior to employment.