



MACKENZIE ART GALLERY

engaging people in transformative experiences of the world through art

Job Title: Communications Coordinator

Department: Communications

Status: Full Time, In Scope CUPE 5791 Position

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 5,000 years of art with nearly 5,000 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 Métis, and home to the Dakota, Nakota and Lakota peoples. The MacKenzie is located on the edge of the 2,300-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.

The Position:

The MacKenzie Art Gallery is seeking a thoughtful and creative candidate to fill the role of Communications Coordinator. 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 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.

Nature of Work:

Reporting to the Communications Manager, the Communications Coordinator combines proven skills and experience to assist with the planning and implementation of the extensive communications and marketing needs of the MacKenzie. The Communications Coordinator drafts, develops and edits written communications material in a variety of formats for multiple audiences across varied platforms.

1. **Marketing and Communications Strategy:** Assists the Communications Manager to develop, implement, and evaluate strategic multi-year marketing and communications strategies to market

and promote the Gallery, exhibitions, programs, services and events to diverse audiences using appropriate methodologies and channels.

2. **Written Communication Material:** Drafts, develops, and edits written communications material in a variety of formats for multiple target audiences across varied platforms. Responsible for creating speaking agendas and writing speaking notes for various MacKenzie employees and ambassadors including the Executive Director & CEO and President of the Board of Trustees.
3. **Digital Engagement Strategy:** Works closely with the Communications Manager and Graphic Designer to develop and implement an organization-wide digital engagement strategy. Maintains the Gallery's online presence via the website and social media while continually seeking new opportunities and developing content to reach audiences digitally.
4. **Budget and Statistical Reporting;** Assists the Communications Manager in developing and monitoring the communications and marketing budget.

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 or experience. IABC membership and accreditation are considered an asset.

Qualifications - Experience: A minimum of two years of related experience in a non-profit, or similarly complex environment, with 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; 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 projects using Adobe Creative Suite.

Term: Permanent Full-Time (37.5 hours weekly)

Salary Information: \$52,947 to \$60,166

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 diversity in gender identity/representation, First Nations, Inuit and Métis peoples, persons with disabilities and members of racialized communities who have traditionally been and are currently unrepresented in the Canadian workforce. We welcome applications from all qualified candidates.

HOW TO APPLY**Please apply no later than Friday, March 24, 2023**

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 Vladan Vukovic, Human Resources & Equity Manager at vvukovic@mackenzie.art or 306-584-4250 ext. 4276

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