



Associate Director, Marketing & Sales

Reporting to the VP, Brand & Audience Development, the Associate Director, Marketing & Sales is responsible for increasing sales and attracting new audiences for the Arts Commons (master) brand and our sub-brands (Education, Galleries, Connects, and Presents).

You are a visionary thinker, capable of planning and executing innovative marketing and sales strategies that resonate with diverse audiences. Not only are you able to identify, develop and execute plans to grow audiences and implement sales strategies, but you also deliver in achieving revenue targets while ensuring that shows, programs, and initiatives are effectively positioned in the market. With your knowledge of industry trends and analytical mindset, you can recognize opportunities, set targets, and develop and implement effective marketing and sales strategies that help advance and elevate Arts Commons' strategic objectives.

You are highly creative, with experience in identifying target audiences and developing campaigns that engage, inform, and motivate. Also collaborative in nature and exuding a strong sense of effective project management, as required for working with and creating solutions with other departments, internal and external teams, and key stakeholders. As a supportive and motivating leader, you are quick to leverage your expertise and provide guidance to manage the ongoing growth and development of a high-performing Marketing and Creative Services team.

Who we are:

Arts Commons is an ecosystem inclusive of artists, resident companies, and community groups. As one of the largest performing arts centres in Canada, Arts Commons strives to break down barriers to cultural participation by providing a modern, open, and inclusive gathering space in a central location.

At Arts Commons:

Our Belief

- That equitable access to the arts is a human right

Our Responsibility

- To Redefine a bold and adventurous Calgary by championing and investing in creativity

Our Mission

- To be an inspirational force where artists, community and organizations celebrate cultural identities, experience the full breadth of human emotions, and ignite positive change

At a glance

Employment: Permanent

Hours: FT (40 hrs)

Start Date: ASAP

Salary: \$75,000 - \$90,000

Location: Calgary (in-person)

Join us today and see for yourself some of the many reasons why we were voted one of Alberta's Top Employers!

To apply, send your resume, cover letter and portfolio to:
employment@artscommons.ca

Closing Date: December 18, 2023

What we offer:

On top of the everyday excitement of working inside one of Canada's top performing arts facilities with a team of professionals that share a passion for the arts, Arts Commons offers a competitive salary and a wide range of benefits for this role:

- A collaborative, engaging and values driven work environment
- An annual salary in the range of \$75,000 - \$90,000
- A comprehensive health and dental benefits package, with RSP matching and access to an Employee & Family Assistance Program (EFAP).
- A positive working culture, keeping employee health and wellness a priority with generous paid time off policies and an annual lifestyle allowance.
- A dynamic role that will have you engaging in many different aspects of the arts

What we value:

We are looking for individuals who share our vision of building a creative and compassionate society, inspired through the arts. Our team is made up of people with a diverse range of interests — singers, actors, musicians, playwrights, coaches, teachers, gamers, bakers, photographers, athletes, dancers. People whose interests encompass the widest spectrum. We even have furry, four-legged friends in the office. We value people who strive to do the right thing, and work to be their best. People with open minds, hearts and arms.

What you will get to do here:

This role oversees all aspects of Marketing & Sales, including branding, direct marketing, strategic paid advertising campaigns, and sales performance. An emphasis is placed on developing omnichannel marketing plans that bring Arts Commons' sub-brands to life across all touchpoints, as well developing and executing marketing outbound/inbound sales strategies and marketing activities to achieve and exceed targeted revenue goals. The key accountabilities of this role will take a focus on the primary areas of:

- Campaign Strategy, Planning and Management
- Sales
- Brand Elevation & Audience Intelligence
- Analytics Management
- Business Plan & Budget Preparation and Management
- Staff Management

Strategic Goal: Amplify and enhance the organization's visibility while championing Arts Commons programming, sales and marketing initiatives in order to attract audiences, elevate Arts Commons's brand, drive and maximize revenues, and expand the reach of the arts to a variety of communities.

Where you fit within our ecosystem:

Reporting to the VP, Brand & Audience Development, the Associate Director, Marketing & Sales is a senior management role within the Brand & Audience Development department. This role regularly collaborates and works closely with the Ticketing, Events Services, Programming, Development, and Finance teams, as well as external vendors, members of the media, and key internal and external stakeholders.

You will be a great fit if you...

Must haves:

- 8+ years of experience in Marketing and/or Sales or a similar role
- Strong business acumen, strategic thinking, and management skills
- Strong project management skills, with the ability to analyze outcomes
- Process-oriented thinker, with the ability to work well under pressure and gracefully handle multiple projects in a fast-paced environment
- Possess knowledge of design and production of creative materials, including design theory (balance, symmetry, alignment, etc.) and usability
- Advanced MS Office skills (Word, Excel, Outlook & PowerPoint) with solid knowledge of marketing analytics tools (e.g Google Analytics, etc.)
- Strong team leadership skills
- Strong understanding of sales techniques, strategies, and customer relationship management
- Proficient in marketing research and statistical analysis
- Experience in Financial Management and familiarity with financial planning and strategy

Nice to have:

- Bachelor's or Master's degree in Marketing or related field and/ or a combination of comparable education and experience
- Previous experience working in a fundraising/not-for-profit environment, an asset
- Advertising or Marketing agency experience or in-house design/creative experience an asset
- Marketing Professional certification and/or membership in the Canadian Marketing Association (CMA) or the Calgary Marketing Association (CMA), an asset
- Experience with Agile methodology and practices, an asset

If you are interested in applying to this exciting opportunity, please forward your resume, cover letter and portfolio in confidence to:

Human Resources

Arts Commons

205 - 8th Ave SE Calgary, Alberta T2G 0K9

Email: employment@artscommons.ca

Interviews will be conducted on an on-going basis and the job posting will officially close when a suitable candidate is found. For best consideration, please apply by the deadline date. While we hope to fill this position as earliest as possible, our commitment to finding the right candidate may require more time.

We thank all interested applicants in advance but will only be contacting those selected for an interview.

If you have any specific questions to ask in relation to the role, send them to the email address above and a member of our team will do our best to respond to you in a timely manner.

Commitment to Inclusion, Diversity, Equity & Accessibility (IDEA)

As part of our organization's commitment to IDEA, we work to remove barriers in collaboration with a broad range of voices. Removing these barriers begins with the hiring process. To that end, we are committed to recruiting, hiring, training, and promoting qualified people of all backgrounds, and providing accessible employment practices. Requests for accommodation can be made at any stage of the recruitment process, and applicants are asked to make their accommodation needs known.

We strongly encourage applicants who identify as part of underrepresented groups, including women, people of colour and those with disabilities to apply.

Even if your past experiences do not align perfectly with every qualification, we strongly encourage you to apply anyway!

An excitement and passion for Arts Commons can go a long way here, whether it's in this role or another.