

## Salt Spring National Art Prize – Part Time Contract Position

<b>Job Title</b>	<i>Communications Specialist</i>
<b>Reports to</b>	<i>SSNAP Operations Manager</i>

### Job purpose

To generate and oversee outward facing communications in the promotion of the Salt Spring National Art Prize (SSNAP) and associated activities. This includes all social media and print media channels.

This entails: i) developing and implementing advertising and promotional strategies for SSNAP fundraisers and exhibitions; ii) writing, designing, and posting online content and preparation of print materials, collaborating with French translators on bilingual material as required; iii) managing the SSNAP brand; iv) Email marketing and v) collaborating with SSNAP volunteers and contractors.

### Duties and responsibilities

The primary duties associated with this position are as follows:

1. Advertising and promotional strategies
  - Under the direction of the SSNAP Board and committees, develop and implement Communications and Marketing strategies and the associated plans.
  - Develop and maintain communications-related planning documents and schedules.
  - Assess cost efficiency and effectiveness of communications activities by evaluating implementation of Communications and Marketing Plans and making associated recommendations where changes are needed.
2. Preparation and use of communications content
  - Print
    - Create print materials, generating both the copy and art, supporting SSNAP's promotional efforts, fundraisers and exhibitions.
    - Oversee or manage production of the print exhibition catalogue.
    - Manage the production of print items, including gathering competitive quotes, supporting SSNAP vendor selection, paper/substrate selection and managing quality and production timelines, reviewing print vendor invoices for correctness prior to payment.
  - Online
    - Create content for the SSNAP website.
    - Maintain, monitor, and manage the SSNAP Society's Facebook page, SSNAP Instagram and PAS Instagram accounts.
    - Create and share online promotional content about SSNAP.
    - Draft and manage the distribution of media releases to local and national news organizations.
    - Create and submit online ads to online magazines and similar.

- Submit event listings to local and Canadian event website and online calendars.
3. Manage the SSNAP brand
    - Ensure high visual and typographic quality in all materials produced.
    - Manage internal review and approval processes for communications materials, ensuring that quality standards and completion times are met.
    - Promote adherence of public facing materials to the SSNAP brand
  4. Email marketing
    - Manage the 10,000+ email subscribers including list maintenance and subscription promotion, in collaboration with the IM/IT manager
    - Create mass email communications using MailChimp
  5. Collaborations
    - With other staff contractors and volunteers, in particular as an active contributing member of the core SSNAP support team, attending relevant meetings
    - With French translators
    - With other organizations (e.g., ArtSpring, Salt Spring Arts) to cross promote events

### **Working conditions**

While working as a member of an integrated team, the work is part time and performed remotely at the contractor's home/studio/office. As this position is performed off-site, the incumbent must have their own computer and reliable internet access. Adobe Suite software costs will be covered by the SSNAP Society.

Hours fluctuate monthly and between the exhibition and fallow years of the biennial cycle of SSNAP activities.

### **Technical qualifications**

- Adobe InDesign/Photoshop/Illustrator experience
- Microsoft Word, Excel, Outlook and SharePoint skills
- Proven ability to create and edit graphics for online and print use
- MailChimp experience
- Experience with Facebook Professional Dashboard, including ads, and Instagram
- Proven experience in content creation, including professional content writing and editing
- Experience with editing, creating short promo videos an asset
- Photography skills an asset
- Current knowledge in arts and entertainment in Canada an asset

### **Competencies**

- Excellent professional communication skills, both verbal and written
- Teamwork and cooperation-focused

- Ensures promotional content and response to communications with the public is bi-partisan and culturally sensitive
- Strong organisational skills including, including both information management as well as time-management
- Ability to work independently and self-directed in setting and meeting priorities of the position
- Attention to detail