

Job Posting

Communications & Marketing Associate

ORGANIZATION:

Contemporary Art Gallery

DEADLINE:

May. 18, 2023

ORGANIZATION DESCRIPTION:

The Contemporary Art Gallery is one of Canada's leading contemporary art spaces, driven by the vital work of art and artists in moving us toward a freer, more engaged world. We are currently looking to add a full-time Marketing & Communications Associate to our dynamic team.

WEBSITE:

<https://cagvancouver.org/>

JOB DESCRIPTION:

THE ROLE

Working collaboratively with CAG staff, Board committees and other stakeholders, the Marketing and Communications Associate will play a lead role in developing communications, marketing and publicity strategies that promote the gallery's exhibitions and programs; enhance the organization's profile; and increase visitor engagement. This includes managing the gallery's digital presence; developing and producing key marketing and brand materials; facilitating media relations; and shaping and implementing key messaging.

The ideal candidate will approach CAG's communications with creativity and care; value collaborative work with a small team; and be excited about aligning the gallery's external communications with an artist-driven, audience-centered mandate.

BENEFITS

The compensation package for this position includes extended health, dental and vision benefits (after three months); an annual professional development stipend; and paid professional development flex time.

RESPONSIBILITIES:

Key responsibilities for the position include:

- working closely with the Executive Director to develop and implement marketing and communications plans for the gallery, including strategies for print and digital media, advertising, email communications, and social media;
- managing CAG's digital communications channels (website, social media, email campaigns), including creating and editing content in collaboration with colleagues and partners; tracking analytics; and responding to inquiries;
- overseeing the production of key marketing and communications materials, including coordinating with external partners and vendors (graphic designers, printers, advertisers) as appropriate
- liaising with media outlets to promote CAG's exhibitions and programs, responding to press requests and maintaining relationships with key media contacts;
- tracking marketing and communications metrics to inform future strategies and tactics;
- managing the gallery's marketing and communications budget.

QUALIFICATIONS:

THE PERSON

The ideal candidate for this position will possess:

- strong project management skills and the ability to work flexibly with a range of colleagues, stakeholders and partners;
- excellent oral and written communication skills, including the ability to write clearly and

strategically for multiple audiences;

- demonstrated experience in social media marketing and/or managing social media accounts;
- robust creative-thinking and problem-solving skills, a detail-oriented focus and the ability to manage multiple priorities;
- a commitment to contributing to an inclusive, anti-oppressive work environment;
- an interest in the cultural sector and/or contemporary art;
- two+ years of relevant experience, whether in a communications or marketing environment, or one where similar skills were honed.

Proficiency with Adobe Creative Cloud (particularly Photoshop and InDesign) would be considered an asset, as would a working knowledge of web content management systems and email marketing systems, though we are happy to provide training if you do not have these skills.

HOW TO APPLY:

Please submit a CV and statement of intent that summarizes your interest in this position to employment@cagvancouver.org with the subject line “Marketing & Communications Associate application.” Statements of intent may be submitted in the form of a cover letter, a video, an audio recording, or a slideshow/presentation. We would prefer to receive applications electronically.

Please be in touch with us at contact@cagvancouver.org should you require accommodation at any point during the application or hiring process.

Application deadline: May 18, 2023, 5pm PDT.

CAG is committed to fostering an inclusive, anti-oppressive and accessible work environment that reflects the communities we operate in. We encourage applications from members of groups that have been historically marginalized, including those who identify as Black, Indigenous, racialized, LGBTQ2SI+, non-binary, gender diverse, Deaf, disabled and/or neurodivergent. This is a union position.

THE HIRING PROCESS

1. Your application will be reviewed upon submission.
2. Shortlisted candidates will be contacted by May 24, 2023 to schedule an interview.
3. Shortlisted candidates will participate in a 45-minute interview with the Executive Director, a Board member and another member of the CAG team.
4. We will request and check references.
5. We will make a final decision and notify all candidates within 10 days of their interview.

REMUNERATION:

\$27.42/ hour (minimum)

Contact Email: employment@cagvancouver.org

Cover letter/Statement of Interest

6363 Agronomy Road
Vancouver, BC V6T 1Z4

April 27, 2023

555 Nelson St,
Vancouver, BC V6B 6R5

Dear Hiring Manager,

I am writing to express my strong interest in the Communications & Marketing Associate position at the Contemporary Art Gallery. With my experience in marketing internships and cashier/server roles, I am confident that I can bring valuable skills and insights to the position.

The Contemporary Art Gallery's commitment to promoting art and artists that move us towards a freer, more engaged world aligns with my personal values, and I am excited about the opportunity to contribute to this mission as a Marketing & Communications Associate.

I possess excellent oral and written communication skills, and I have demonstrated experience in social media marketing and managing social media accounts. As a former cashier/server, I am highly skilled in providing excellent customer service, managing multiple priorities, and working collaboratively with a small team. In my marketing internships, I gained experience in developing and implementing marketing and communications plans for events and products, tracking analytics, and creating marketing materials.

I am committed to contributing to an inclusive, anti-oppressive work environment, and I am highly interested in the cultural sector and contemporary art. Furthermore, I am highly adaptable and a quick learner, and I am confident that I can quickly become proficient with Adobe Creative Cloud and web content management systems.

I appreciate your time in considering my application for this position, and I look forward to the opportunity to discuss how my skills and experience can contribute to the success of the Contemporary Art Gallery. Thank you for your consideration.

Sincerely,

Riya Kathuria

Resume

RIYA KATHURIA

Vancouver, BC | riyakathuria@gmail.com | +1 778 883 8344 | <https://www.linkedin.com/in/riya-kathuria-00b1261ba/>

EDUCATION

Bachelor of Arts, University of British Columbia, *Vancouver, BC* Expected Completion: August 2023

- Major: Psychology, Minor: Commerce.
- Awards: Outstanding International Student Award (\$15,000), Most Innovative Intern Reward: CTRL F, Research and Marketing Internship (\$3000).
- Relevant Coursework: Differential Calculus (84%), Marketing Management (83%), Creative Writing (88%).

WORK EXPERIENCE

Residence Advisor, University of British Columbia, Vancouver, Canada August 2022 - Present

- Enhanced the residence experience of 30 students using a peer-to-peer approach.
- Fostered community building and personal development opportunities for students in residence by facilitating connecting between residents and campus resources.
- Developed skills in conflict management through handling and resolving conflicts among residents.
- Organized and planned successful events to promote community building and engagement among residents.
- Demonstrated strong teamwork skills by collaborating with other residence advisors and campus staff.

Marketing Intern, Teal Studios, *Remote* May 2022
- August 2022

- Managed the clothing brand's social media accounts, resulting in a 20% increase in engagement and followers.
- Contributed to the creation of website content, including blog posts and product details, resulting in a 15% increase in website traffic.
- Conducted market research to stay current with industry trends, which was used to inform marketing and product development decisions.
- Collaborated with the marketing and design teams to execute and implement 10 marketing and packaging initiatives.

Cashier, NoFrills, *Vancouver, BC* March
2021 - May 2022

- Conducted daily reviews and reconciliations of accounting information and cash drawer to ensure financial accuracy and integrity.
- Strategically restocked, and organized merchandise in high-traffic areas to drive product sales and increase overall store performance.
- Provided comprehensive mentorship and training to new team members on POS system operation, customer service, and sales goal attainment, to ensure their success and growth within the organization.
- Engaged with customers to provide exceptional service, assist with purchases, offer product recommendations, and promote loyalty programs, resulting in increased customer satisfaction and sales numbers.

Research and Analysis Intern, CTRL F, *New Delhi, India* May 2020 - September 2020

- Developed an AI-based Marketing tools curriculum upon extensive market research.
- Input creative design into the curriculum rendering an appeal to consumers with comprehensible data making it accessible for everyone; Curated concise modules to cater to those in need of AI applications in the marketing aspect of business.

COMMUNITY INVOLVEMENT

Project Leader Volunteer, Agrasar Bachpan, New Delhi, India
2018- June 2019

June

- Organized a book donation drive of over 500 books in neighboring vicinities.
- Reshelved books and other media accurately and quickly with precise detail (reading levels, languages, genres) to revamp the community library.
- Developed and conducted children's story time at school for underprivileged children; Taught children grade 1 and 2 level Math, English and Science.

SKILLS AND INTERESTS

Skills: Microsoft office, MailChimp, Customer-Service, Detail-oriented, Project Management, Digital Marketing.

Interest: Traveling, Reading, Writing, Volunteering and Community Involvement, Marketing, Learning Languages.

Languages: Hindi, Punjabi, English, conversational Spanish, and American Sign Language.

Reference Request 1

6363 Agronomy Road
Vancouver, BC V6T 1Z4

April 27, 2023

Arielle Maury
Residence Life Manager
University of British Columbia
Vancouver, BC V6T 1Z4

Dear Ms. Maury,

I hope this letter finds you well. I am writing to request a reference from you as I apply for a new opportunity. As you may know, I am currently exploring career opportunities in [field/industry], and I believe that a strong reference from a supervisor like yourself will be a valuable asset in my job search.

During my time working with you as a Residence Advisor at UBC, I gained valuable experience in leadership, communication, conflict resolution, and teamwork. Your guidance and mentorship helped me develop these skills, and I am grateful for the opportunity to have worked with such a supportive and knowledgeable team.

I would greatly appreciate it if you could provide a reference for me, detailing my skills and strengths as a Residence Advisor and how they have developed since working with you. Specifically, if you could speak to my ability to work with diverse groups of people, my problem-solving skills, and my ability to manage my time effectively, that would be very helpful.

If you are able to provide a reference, please let me know what information you need from me to complete it. Additionally, please let me know if there is a specific time frame by which you need to complete the reference.

Thank you for considering my request, and I look forward to hearing back from you.

Sincerely,

Riya Kathuria

778-883-8344

Riya.kathuria@ubc.ca

Reference Request 2

6363 Agronomy Road
Vancouver, BC V6T 1Z4

April 27, 2023

Nitin Dhiraj,
Marketing Manager
Ctrl F
Remote

Dear Mr. Dhiraj,

I hope this letter finds you well. I am writing to request a reference for future job opportunities, as I am currently applying for positions in the marketing industry.

As a former Marketing Intern CTRL F I had the pleasure of working under your supervision and guidance. Your knowledge and expertise in the marketing field helped me develop my skills and grow as a professional. During my time at the company, I learned how to create marketing plans, execute social media campaigns, conduct market research, and analyze data, among other things. Your mentorship and feedback were instrumental in my growth and success as an intern.

I would be grateful if you could provide me with a reference that highlights my strengths, skills, and accomplishments during my time at the company. Specifically, it would be helpful if you could comment on my ability to work independently and collaboratively, my attention to detail, my communication skills, and my willingness to learn and take on new challenges.

If you require any additional information or materials from me, please do not hesitate to let me know. I have attached my resume and a copy of my previous work for your reference.

Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

Riya Kathuria

778-883-8344

Riya.kathuria@ubc.ca

Reference Request 3

6363 Agronomy Road
Vancouver, BC V6T 1Z4

April 27, 2023

Yoona Lee
Owner-Manager
Delhi 6- Indian Bistro

Dear Ms. Lee,

I hope this message finds you well. I am reaching out to request a reference for a job application I am submitting. As my former manager at Delhi 6- Indian Bistro, I believe that you would be able to speak to my skills and abilities as a server, which I believe translate well to marketing. During my time at Delhi 6- Indian Bistro, I learned how to interact with customers in a way that was engaging and effective. This required me to be attentive to their needs and preferences, and to be able to adapt to a variety of situations. I believe that these skills are directly relevant to marketing, where understanding the needs and preferences of customers is key to developing effective campaigns and messaging.

If you would be willing to provide a reference for me, I would greatly appreciate it. Please let me know if there is any additional information that you need from me to complete this request.

Thank you for your time and consideration.

Sincerely,

Riya Kathuria

778-883-8344

Riya.kathuria@ubc.ca