



Marketing & Events Coordinator Vernon Public Art Gallery

Start date of employment: As soon as possible

Position Type: Permanent – Full Time

Salary: Full time, 35 hours/week. \$21.00-\$24.00/hour, with the potential for additional hours to cover events.

Benefits: Benefits: Dental & Extended Health Care after 3 months probation period.

Organization Description:

Mandate: The Vernon Public Art Gallery's mandate is five-fold: to exhibit, collect and preserve local, regional, national and international art of the highest possible standards; to promote visual arts in the broader community; to provide information, education, challenge and inspiration in the visual arts; to encourage appreciation of, and participation in, the visual arts; to provide a meeting place, facility and institution for the benefit of the citizens of Greater Vernon.

Mission: The Vernon Public Art Gallery exists to connect our community to the creative presence and possibilities within the visual arts through its exhibitions and activities.

Job description:

The primary responsibility of this position is to provide a standard of excellence in VPAG communications, branding and events.

Marketing & Communications

- Create all the graphic design pertaining to the Gallery and its services, as well as design and distribution of all promotional materials for Gallery exhibitions, events and public programming including print, video, and digital media
- Create marketing plan including budget; manage, execute approved plan within budget
- Create and adhere to an approved design book/branding for the VPAG
- Manage the execution of marketing campaigns from concept to delivery
- Manage marketing for all Gallery events, programs and services
- Provide detailed monthly reports tracking that analyze performance metrics and measurements
- Website management and updates - CMS/WordPress
- Build awareness of the Gallery through social media
- Design and distribute Gallery newsletter and E-news

- Send out events and programming information to media through online listings, emails and press releases
- Promote Gallery Shop and Art Rental Program
- Support the Gallery Shop/Art Rental through marketing and vetting new artists
- Maintain archive of exhibition materials/per exhibition

Admin & Sponsorship Responsibilities

- Create and maintain sponsorship relationships with local businesses
- Create an annual sponsorship brochure and distribute to current and potential supporters
- Design customized sponsorship packages for corporate partnerships
- Design and create the annual report for the AGM
- Maintain accurate stats for marketing engagement and event participation
- Create and maintain budget
- Contribute required information for grant submissions

Programming & Events

- Plan details and activities for Gallery events
- Arrange/prepare bar & food service for as required
- Audience development - Create engaging events that invite the community to experience the gallery in a new way – i.e. Art After Dark
- Oversee the planning and implementation of VPAG's signature events - i.e. Midsummer's Eve of the Arts, Art After Dark and Riot on the Roof
- Create all marketing material for these events and promote to the public and media through various channels
- Plan for and attend community events, as assigned by Executive Director, i.e. Business Expo, Sunshine Festival
- Recruit and train volunteers to assist with events

Other Duties

- Maintain up-to-date certification on Food Safe and Serving it Right
- Ensure VPAG kitchen is maintained according to required regulatory guidelines
- Support overall operations of the VPAG
- Other duties as assigned by the Executive Director

Interaction with Patrons & Public

This position must maintain exemplary relations with current and prospective sponsors and media to foster ongoing relationships in support of the Gallery. Working cohesively with Gallery staff and volunteers is also key to the success of this position.

Knowledge & Skills Required

- Degree or Diploma in Marketing & Communications, Graphic Design, Art Administration, Event Management or a related field
- 2-5 years' experience related to development in the arts
- Excellent communication and organizational skills
- Excellent research skills
- Ability to determine priorities, be self-directed and work with minimal supervision
- Demonstrate understanding of not-for-profit organizations
- Self-motivated, productive and cooperative team player
- Proven ability to manage a broad workload and multi-task in a fast-paced environment
- Strong interpersonal skills, ability to develop and sustain appropriate relationships
- Proficient in Microsoft Office, Adobe Creative Suite
- Proficient in website management systems, basic HTML programming skills, MailChimp and Survey Monkey
- Proficient in the use of social media
- Creative writing skills
- Valid Driver's License - Serving It Right Certification - Food Safe Certification

Please fill out the application form to be considered for the Marketing and Events Coordinator position at the Vernon Public Art Gallery.

This job will remain open until a suitable candidate has been found.

For inquiries please email admin@vernonpublicartgallery.com