



The Reach Gallery Museum Abbotsford
Marketing & Design Coordinator
Full Time: 35 hrs/wk
Salary Range: \$33,500 - \$35,000

Have you been looking for a challenging marketing and design job in a uniquely creative environment where you can see the impact of your hard work in real time? If so, we've been looking for you.

The Reach Gallery Museum is a not-for-profit organization with a mandate to be the centre of cultural and creative innovation in the Fraser Valley. The Reach presents three dynamic seasons of contemporary art and history exhibitions annually and is a hive of education and public programming activity. The Marketing & Design Coordinator leads the design and production of all print and digital campaigns to promote all activities at The Reach Gallery Museum.

Reporting to the Executive Director, the Marketing & Design Coordinator will thrive in a fast-paced, deadline driven environment. The Marketing & Design Coordinator works closely with all team members at The Reach to design and disseminate materials to promote The Reach's activity in our community and across the country. The ideal candidate will have a mix of creative, design, and marketing skills and be self-motivated, highly organized, and able to manage several projects at once. They will have a passion for the arts and heritage, and will be eager to work with a dedicated team to contribute fresh ideas to the organization. The Reach is a unique work environment that offers employees creative latitude, a flexible work schedule, and an attractive benefits package.

Responsibilities:

- Lead the development and implementation of short and long-term marketing and communications plans.
- Develop and design all creative assets (print and digital) for in-house and external promotions. This includes but is not limited to: ads, posters, flyers, brochures, rack cards, banners, invitations, and our bi-weekly e-newsletter.
- Support exhibition design and develop collateral for the gallery/museum space (e.g. contour cut vinyl signage, interpretive panels).
- Build and manage the annual marketing budget in consultation with the Executive Director.
- Continue to develop organizational branding and style guidelines for print & digital design.
- Monitor and make all required updates and changes to the website to ensure web content is complete and accurate. When necessary, work with external web designers and developers to maintain and improve the website.
- Develop and maintain media distribution lists with local, regional, and national media.
- Contribute to effective social media campaigns across all platforms including audience development, campaign and content creation.
- Draft and disseminate press releases, and other public relations documents. Compile and design other reports (including the annual report) as required.
- Act as an ambassador for The Reach and develop relationships with stakeholders including printers, ad reps, tourism bureaus, peer institutions, etc.
- Measure the effectiveness of marketing initiatives and campaigns, report on website analytics, conduct visitor surveys and scans, collect visitor testimonials for marketing and reporting purposes.
- Occasionally mentor and train interns, students, and aspiring graphic designers as part of The Reach's role as a regional creative incubator.
- Assist staff and community groups with events, programs and rentals including technical, front of house, and gallery support as required.

Qualifications:

- Degree or diploma in Graphic Design. Formal education in marketing and communications is an asset.
- Minimum 2-5 years of experience in a deadline-driven, print/layout focused graphic design environment.

- Technical fluency with InDesign, Photoshop, Illustrator, WordPress, a variety of web applications, and Microsoft Office (Word, Excel).
- Excellent design skills, conceptual aptitude and a keen interest in design trends for the cultural sector.
- Proven ability to be proactive, with excellent time management, scheduling, and planning skills.
- Flexibility, adaptability, and the ability to work as part of a team.
- Outstanding attention to detail and comfort with proofreading/copy editing.
- Experience with book and magazine layout.
- Enthusiastic attitude, strong work ethic, and a sense of humour.
- Must have a valid BC driver's license and the ability to pass credit and criminal record checks.

Please submit cover letter, résumé, and a link to your sample portfolio electronically by 5pm on Friday March 15, 2019 to:

Laura Schneider
Executive Director
lschneider@thereach.ca

We thank all applicants for their interest, however, only those selected for an interview will be contacted.