



Communications & Marketing Contractor Job Posting

The **Communications & Marketing Contractor** at CultureBrew.Art will enter our project at an exciting stage of growth and development as we prepare for the launch of our web platform to serve Indigenous and racialized performing and media artists in BC and across Canada. This position will be responsible for all communications and marketing areas of the product specifically related to launch. This includes leading the roll out of a **social media strategy** with a variety of campaigns to create awareness about CultureBrew.Art, targeting both artist and engager audiences; further developing the CultureBrew.Art **communications plan** and putting it into action; **marketing and promotion**, including design materials and collateral; a **media and press strategy** to build awareness about CultureBrew.Art across performing and media arts disciplines (for both artists and engagers); and supporting the **event management and logistics** of the launch event in September. This role will be best filled by a self-starter with initiative. The role will largely operate in weekly sprints with firm deadlines to meet the constraints of the project's timeline. As the position requires working from home as well as various sites in the city, the contractor selected will be expected to provide their own laptop and software to complete their work.

Hours: 3 days a week (7 hrs/day), flexible scheduling

Compensation: \$27.00/hour

Contract Period: ASAP - September 30, 2019

Reporting: This position reports directly to the CultureBrew.Art Project Manager

Application Deadline: Thursday June 13th 2019

Please note: Interviews will take place on **Tuesday June 18th 10:30am-4:30pm**

Duties Include:

1. Social Media

- Developing the CultureBrew.Art social media strategy
- Creating, implementing, and supporting social media campaigns to create awareness about CultureBrew.Art
- Making recommendations and providing expertise specific to social media
- Ensuring that both artist and engager audiences are considered
- Reaching performing and media artists and engagers across disciplines
- Analysis and Strategy

2. Communications Plan

- Reviewing, modifying, and implementing CultureBrew.Art communications plan
 - Drafting and managing E-Blasts and other communications as required
 - Developing sustainable and efficient systems for communications with the Project Manager
 - Maintaining ongoing communications on the website
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3. **Media & Press**
 - Adding to the media and press list for CultureBrew.Art media coverage
 - Reaching out to media and press to support coverage of the web platform and the launch event
 - Booking interviews, talks, and event opportunities for CultureBrew.Art spokespersons

4. **Marketing & Promotions**
 - Maintaining and growing the CultureBrew.Art brand
 - Drafting a marketing plan with the Project Manager
 - Knowledge of Google Ads and SEO is an asset
 - Implementing marketing activities as needed
 - Creating or acquiring design materials and collateral
 - Design skills are an asset

5. **Event Management**
 - Supporting launch event management and logistics
 - Event promotion and marketing, including media coverage
 - Responsible for the archive/documentation of event activities

Qualifications:

- Very experienced and comfortable with creating and implementing social media campaigns (minimum 5 years of experience)
- Experience leading marketing/digital marketing and promotions campaigns in the arts sector
- Event management and logistics experience is required
- Comfortable with self-directed work
- Must be able to attend regular weekly meetings in Vancouver with the Project Manager
- Experience with graphic design and Adobe Creative Design Suite is preferred
- Experience and comfort with creating and editing video is an asset
- Knowledge of Google Ads and SEO is an asset

While we accept all applications, please note that preference will be given to Indigenous and racialized applicants.

To apply, please email cover letter and resume to anju@visceralvisions.com

CultureBrew.Art is an initiative created by **Visceral Visions**, whose mandate is to champion diverse provocative voices, and to promote and foster Indigenous and racialized Canadian artists.

www.CultureBrew.Art
www.VisceralVisions.com