



Position: Senior Coordinator, Marketing & Communications
Type: Full-time, Permanent
Reports to: Senior Manager, Marketing & Communications
Salary Range: \$53,902-\$73,030
Starting Salary: Commensurate with experience
Start Date: As soon as possible

Toronto Arts Council & Toronto Arts Foundation meet or exceed the standards set by Ontario Living Wage.

Benefits:

Medical, dental, prescription drugs and hospital coverage, life and long-term disability insurance, effective three months following the start date. Following the first year the position offers a matching contribution towards a group RRSP of up to 4.5% of salary.

Summary:

As part of the Development & Engagement team and under the direction of the Senior Manager, Marketing & Communications, the Senior Coordinator, Marketing & Communications, upholds the mission, vision, and values of Toronto Arts Council and Foundation (TAC/F) by developing written content, coordinating and supporting TAC/F's advocacy, media, and public relations, and supporting the production of marketing and communications collateral. This role promotes programs and initiatives by drafting impact reports and stories, developing advocacy collateral and partnerships, supporting media relations strategies, drafting web content, supporting written social media content, leading internal communications, and collaborating cross-departmentally to write digital and email content.

Responsibilities:

Communications & Editorial

- In collaboration with the Senior Manager, Marketing & Communications, assists with storytelling and story capture, including collaborating with other departments on collecting and drafting impact stories and profiles on programs, stakeholders, donors, and artists;
- Supports copy editing and copywriting for TAC/F, including annual reports, event program books, outreach materials and e-communications;
- Leads in the production and coordination of TAC/F speaking remarks and key messages for the Director & CEO, including preparing media briefs, as well as for staff, members of the board, artists, and ambassadors as required.

Project Management

- In collaboration with the Senior Manager, Marketing & Communications, assists with project management of key projects and campaigns;
- Circulates materials to necessary team members for review and sign-off, responds to edits and ensures projects are kept on-track and delivered on time;
- Ensures team members are kept up to date on the status of project outcomes, goals and timelines.
- In collaboration with the rest of the Communications & Marketing team, engages in quarterly planning of social media engagement.

Marketing and Public Relations

- Oversees the execution of the email marketing strategy, working cross-departmentally on special bulletins and e-blasts, and maintains the email system in collaboration with the Coordinator, Communications;
- Drafts content as required for the website and leads website maintenance. In collaboration with the Coordinator, Communications, drafts social media content as required, with a particular focus on PR and advocacy communications;
- Supports internal communications by producing weekly internal staff bulletins;
- Collaborates across departments to generate opportunities to profile TAC/F's impact, including artist profiles and storytelling opportunities.

Advocacy & Media Relations

- Supports the Senior Manager, Marketing & Communications in conducting media relations, including producing press briefings and press releases, coordinating media availabilities, developing relationships with journalists and the media, and other media relations activities; actively monitors and sources media opportunities as appropriate;
- Supports TAC/F's advocacy strategy by developing advocacy toolkits and public advocacy content for campaigns. Works closely with the CEO, the leadership team, and outreach staff to build collaborative and advocacy-oriented relationships with TAC/F clients, the arts community, and political allies and advocates;
- Produces a calendar of days of action, holidays, and advocacy days and devises plans to leverage these for TAC/F advocacy goals;
- Stays current on industry trends, emerging platforms, and social media best practices to recommend innovative strategies, and share these learnings with the Development & Engagement team;
- Regularly monitors key media outlets for relevant content or opportunities, including informing the team about emerging situations and crisis management.

Qualifications:

- Minimum two years of previous experience in a PR, marketing or communications role, with experience working with arts, culture or heritage organizations an asset.
- Experience in developing compelling and succinct content, especially written content, for media, PR, advocacy, community engagement, or donor engagement.

- Excellent project management and organizational skills to manage concurrent projects/priorities and competing deadlines.
- Knowledge of best practices related to media relations, including drafting press briefs or press releases and other media content.
- Excellent written and verbal communication skills.
- Demonstrated successful track record in teamwork, and ability to work as part of a cohesive, hard-working team.
- Sound judgment, prioritization, analytical and problem-solving abilities.
- Proficiency with software programs, including WordPress, Content Management Software, or Project Management tools, is a strong asset.
- Commitment to equity and inclusion, with a deep respect for diverse individuals and communities.
- Multilingualism is an asset.

Conflict of Interest Restrictions:

The Senior Coordinator, Marketing & Communications may not work in any paid capacity with organizations and collectives that apply to or receive funding through TAC grants programs.

To apply:

Please submit cover letter and resume in a **single pdf attachment**, to Sarah Gladki, Senior Manager, Marketing & Communications at sarah@torontoarts.org with subject line: **Senior Coordinator, Marketing & Communications** by April 2, 2025, at 4pm.

Toronto Arts Council/Toronto Arts Foundation is an equal opportunity employer and is committed to diversity and inclusiveness in its employment. We welcome applications from individuals who identify as belonging to our equity priority groups: Persons of Colour, Deaf Persons, Persons with Disabilities, Persons Living with Mental Illness, Indigenous, and 2SLGBTQIAP.

Accessibility:

Toronto Arts Council/Toronto Arts Foundation adheres to the Accessibility for Ontarians with Disabilities Act (AODA) and is committed to providing an inclusive and barrier-free experience to candidates with accessibility needs. Requests for accommodation can be made at any stage of the recruitment process and may include:

- Providing alternative formats of this document on request (audio transcript, ASL video).
- Accepting applications in point form, through video and/or voice memo.
- ASL interpretation, captions on Zoom, or meeting by phone for candidates selected for an interview.
- Other accommodation as requested.

If you require accommodation, please send an email to sarah@torontoarts.org