



LAKESHORE ARTS

2422 LAKESHORE BLVD. W.
TORONTO, ON . M8V 1C4
416 201 7093

LAKESHOREARTS.CA
@LAKESHOREARTS

CONNECTING COMMUNITIES
THROUGH ART

Marketing and Communications Manager

Date Posted: May 6, 2024

Application Deadline: May 27, 2024 at 11:59pm

Interviews: First: June 3-7, Second: June 17-21

Start Date: July 2, 2024

Salary: \$48,000 - \$52,000

Region: Etobicoke

City: Toronto

Term: Full-time (35 hrs/week), Permanent

Employee Benefits: Health (after 3-month probation period)

Organization's Field/Discipline: The Arts

Job's focus: Communications

Job Type: Hybrid in-person and remote

Career Level: Intermediate

Organization:

Lakeshore Arts is a registered charitable not-for-profit community arts organization, and one of six LASO's (Local Art Service Organization), dedicated to engaging all peoples using multidisciplinary art forms as a way of enriching lives and strengthening Etobicoke's communities. We believe community arts contribute to the holistic health of a community, and we offer opportunities to create positive social change through connecting people with others and to themselves. The organization values accessibility, transparency and mutual respect.

Job Description:

Reporting to the Executive Director, the Marketing and Communications Manager is tasked with managing the Marketing Department, including supervising a part-time summer staff and the occasional subcontractor. The Marketing and Communications Manager will be responsible for promoting the Lakeshore Arts brand, projects, and programs using traditional and non-traditional marketing platforms. The Manager will ensure organizational and program marketing materials reach a wide variety of audiences and stakeholders in order to effectively communicate our day-to-day activities and initiatives, positioning Lakeshore Arts as a vital contributor to the Etobicoke communities and Community Arts sector.

Major Duties and Responsibilities:

- Create an annual marketing plan and outreach strategies for Lakeshore Arts including, but not limited to programs, events and special initiatives.
- Ensure that brand standards are maintained throughout all platforms.
- Execute online marketing through Lakeshore Arts' social media accounts as per marketing plans.
- Design print marketing materials in line with the brand.
- Timely execution of print and online marketing initiatives.
- Coordinate with staff to create and/or update promotional material (posters, flyers, brochures, written copy, etc.) working to identify program operational marketing needs and timelines.
- Undertake distribution of marketing materials (neighbourhood & digital outreach).
- Maintain, update, and contribute to the continued improvement and effectiveness of the Lakeshore Arts website.
- Create and distribute press releases to increase presence in print and online media.
- Build upon and manage the media relations and media coverage for Lakeshore Arts.
- Prepare and publish monthly e-newsletters to members and supporters.
- Track, maintain, and report on marketing evaluation metrics to other LSA Staff and the Board of Directors.
- Liaise and coordinate with LASO marketing staff and other partners to coordinate collaborative initiatives, and/or cross promotional opportunities.
- Attend and support off-site events, alongside LSA staff, representing Lakeshore Arts as necessary.

Job Requirements:

- Post-secondary Marketing or Communications/ Public Relations degree/diploma or equivalent related experience.
- 2+ years' experience in marketing and/or communications.
- Understanding of integrated marketing strategies, tactics and best practices.
- Experience with use of social media platforms (Twitter, Facebook, YouTube, Instagram, etc.) and social media management.
- Strong collaborative skills with the ability to receive clear direction to achieve organizational objectives and initiatives.
- Ability to work both independently and collaboratively.
- Working knowledge of anti-oppression, equity, intersectionality, and accessibility.
- Interest in and knowledge of the arts, particularly community arts.
- Detail oriented, extremely well organized, and able to manage time and multi-task in a busy environment, with multiple priorities and timelines.
- Strong written and verbal communication and interpersonal skills.
- Comfortable in a Mac-based office environment.
- Comfortable with G-Suite.
- Strong computer skills (MS Office: Excel, Word, PowerPoint, and Outlook).
- Intermediate level experience in Adobe Creative Suite (Photoshop, Illustrator, InDesign), and Canva.
- Experience with Mailchimp and Wordpress.
- Design experience is considered an asset.

- Experience with Sprout Social is considered an asset.
- Experience in not-for-profit cultural or community arts sectors is considered an asset.

Additional Info:

Why Join Us:

We are a team of passionate community arts professionals, driven by our mission to develop socially engaged community arts programming. As a team we value creative thinking, collaboration and believe in supporting one another. We are committed to the health and well-being of our staff, volunteers and program participants. We also value learning and encourage the ongoing development of strong networks, professional development and mentorship.

We know an effective organization and workplace culture is developed through mutual respect and believe that diversity and inclusion are crucial to our shared success. LSA is an equal opportunity employer and we approach hiring practices through an equity lens and pledge to: include a salary range or rate of pay in job postings when possible, provide transparency in hiring timeline and dates, offer an opportunity for feedback for candidates who attend interviews, make any accommodations possible during the recruitment and hiring process and continually make improvements to break down barriers to employment.

Please note, our office is on a second story walk-up that isn't wheelchair accessible or may be difficult for those with mobility limitations. **To request accessibility accommodations in your application process, please contact: ed@lakeshorearts.ca**

LSA is located in Etobicoke/Adobigok (Place of the Alders in the Ojibwe). This territory was subject of the Dish With One Spoon Wampum Belt Covenant and we are grateful to have the opportunity to live and work in this territory alongside many Indigenous people from across Turtle Island.

For more information about Lakeshore Arts, please visit our website:
www.lakeshorearts.ca

How to Apply

Please submit your application by filling out the questionnaire at the link below.

You will be prompted to upload:

- samples of your graphic design work or provide a link to your portfolio
- a cover letter and resumé in a single PDF file. Applications with no cover letter will not be considered.

[Apply Here](#)