

The Whistler Arts Council (WAC) is a registered charity established in 1982 with a mandate to build and integrate the arts into the fabric of the community of the Resort Municipality of Whistler and surrounding areas. Annual events and programs include: Whistler Winter Arts Festival, Out of Bounds: Tales from the Backcountry, *ArtWalk*, Whistler Children's Art Festival, Whistler Art Workshops on the Lake, ARTrageous, Bizarre Bazaar, Whistler Street Entertainment and an annual Performance Series. In addition, WAC operates Maurice Young Millennium Place (MY Place) – a 250-seat theatre and Whistler's hub for arts and culture. WAC also provides annual awards and bursaries, member group grants, resources and information to artists, the community and outside organizations. WAC acts as a referral service, information network and co-programmer, incorporating local arts and culture in other events and programs for the purpose of advancing the public's understanding and appreciation of the visual, performing, and literary arts.

WAC has the following immediate opening for a:
Manager, Marketing & Communications

As a member of the WAC team and reporting to the Executive Director, the **Marketing & Communications Manager** is a key staff member in delivering events and programs and driving the organization forward.

JOB DESCRIPTION:

- The Marketing & Communications Manager reports directly to the Executive Director
- Manage scheduling, projects & deliverables for Marketing Team (Marketing Coordinator and Graphic Designer)
- Develop, implement and manage a communications plan for Whistler Arts Council and MY Place events and programs
- Develop, implement and manage a marketing plan for MY Place as a venue
- Develop a branding plan for MY Place to increase brand awareness and organizational visibility
- Develop social media policy and plan
- Manage branding and graphic design for all WAC/MY Place events and programs
- Manage marketing budget
- Research new communication and marketing strategies
- Manage and write copy for www.whistlerartscouncil.com using Joomla
- Write and distribute media releases
- WAC spokesperson for interviews with media (print, radio and TV)
- Oversee publishing of communication materials
- Develop and maintain relationships with media
- Work with Development Manager to coordinate opportunities for sponsors
- Manage stakeholder relations with resort-wide communication partners, such as RMOW, Tourism Whistler, Whistler Blackcomb and Chamber of Commerce
- Ensure fulfillment of all contractual obligations between WAC and advertisers/printers
- Edit materials for Executive Director, Development Manager and Event Manager
- Oversee and coordinate event photographers and videographers
- Event support and assistance with specific responsibilities as agreed upon
- Sit on WAC Membership Committee
- Give public presentations to business & community groups to provide an update of WAC developments
- Attend staff meetings
- Must live in Sea to Sky Corridor (Squamish, Whistler, Pemberton, Mt. Currie)

QUALIFICATIONS:

- Completion of post-secondary degree in Marketing, Communications, Journalism or related field
- 3-5 years experience in marketing, promotions, and/or communications
- Strong computer skills with proficiency in Microsoft Word, Outlook, Access, Powerpoint and Excel
- Prior training in graphic design using Adobe Creative Suite, including InDesign, Illustrator and Photoshop
- Experience in research, writing, editing and web communications

- Experience with media relations and social media
- Strong promotions development skills
- Highly motivated individual dedicated to completing goals in a timely manner
- Must have excellent interpersonal, verbal and written communication
- Must exercise a high degree of self-sufficiency and must be able to demonstrate a positive attitude
- Must be able to prioritize and maintain a high level of accuracy and attention to detail
- Ability to network and establish strong relationships with wide-range of stakeholders
- Previous experience in marketing and publicity for events
- Ability to multi-task as WAC may be working on up to 5 events at one time
- Must function efficiently and effectively in a very busy event-based environment
- Must be able to problem solve, work well with others and provide support when needed in the small office environment
- Passion for the arts
- Event planning and not-for-profit experience an asset
- Experience working with artists, associations, public and private sector groups an asset
- Willingness to work flexible hours to include evenings and weekends as required
- Additional duties as required

HOW TO APPLY: Please send cover letter, resume, salary expectations and 3 references to: Doti Niedermayer, Executive Director, Whistler Arts Council, PO Box 383, Whistler BC V0N 1B0 or director@whistlerartscouncil.com

APPLICATION DEADLINE: Friday, August 13, 2010

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