

Latitude 53 Contemporary Visual Culture - Alberta's site for the intersection of ideas, contemporary art and people is seeking a **Communications Coordinator**.

The Communications Coordinator is charged with developing and delivering consistent and cohesive messaging that speaks to Latitude's various communities and further develops on Latitude's brand. You will work with our members, artists and communities to share our story with Edmonton, Alberta and beyond in innovative approaches. You will play a central role in development and management of Latitude's external communications, concentrating on media relations, online communications and arts-sector specific communications, as well as engaging all institutional stakeholders including people of central and northern Alberta.

This is a 0.7 full time position averaging approximately 24 hours per week and will include some evenings and some weekend commitments. The position offers a rate of pay of between \$18.50 - \$21.00 per hour.

Communications Coordinator – Job Description

Position Summary

The Communications Coordinator is responsible to implement the communications strategy of Latitude 53 as directed by the Executive Director and through our strategic plan. The individual will strengthen Latitude 53's capacity to serve its audiences and artists and promote the organization and its initiatives through print, electronic and social media. They will oversee the continuation of these relationships and strategize and implement new communication pathways to enhance and market the organization's profile and programming.

The Communications Coordinator directly reports to the Executive Director and also works closely with all staff for research, publicity, outreach, event and general internal/external communication purposes. This position is a permanent 0.7 full-time equivalent representing approximately 24 hours weekly with some evenings and weekends to fulfill projects and events.

Key Responsibilities

Having extensive knowledge of Latitude's structures, scope, values, aims and objectives, typical work activities shall include but are not limited to:

- Manage all aspects of media relations including developing relationships with media, developing key messages, organizing press conferences, writing media releases and other related communiqués in association with the staff;
- Work to ensure consistency of branding and messaging for all communications;

- Oversee the organization's communications, marketing, and promotion activities; including print, electronic materials, and social media;
- Assist with compiling and overseeing print publications including brochures, newsletters, annual report and promotional materials;
- Continuously review/update the web site to ensure information is current, contact the appropriate persons as updating is required and write or edit copy as needed;
- Maintain inventory of promotional materials;
- Monitor media for relevant news stories and identify new opportunities to promote Latitude 53 through various media outlets;
- Coordinate the promotion of Latitude 53 projects and events;
- Edit documents according to the level of edit required, rewrite or re-organize as required while still maintaining staff styles;
- Develop and write information materials about Latitude 53 and our programs (presentations, backgrounders, press kits);
- Serve as an internal, entrepreneurial "news reporter" to capture the stories and media items that describe the work of Latitude 53;
- Manage reactive and proactive media relations, serving as first point of contact for incoming media requests; research media outlets and provide information and recommendations for action; and monitor external coverage of Latitude 53 and related issues;
- Design and implement measurement tools to assess targeting success of print and electronic media; and
- Develop strategic programs for the utilization of social media tools to engage and expand the organization's national network of supporters and followers, and manage all social networking activities;

Main Tasks and Scope

MEDIA

- maintain a list of media contacts and keep them informed about Latitude 53 events;
- prepare press releases summarizing future shows and promote them to media;
- submit Latitude 53 events to local and national listings;
- Arrange contact or interviews between media and artists or Latitude 53 staff, and ensure that media has access to promotional images; and
- Keep track of press coverage and media impressions.

ONLINE

- maintain Latitude 53's website using a content-management system and basic HTML editing;
- prepare graphics for the web that match Latitude 53's brand and complement our print offerings;
- Ensure the website contains coverage of all Latitude 53 shows and events and links to relevant blog postings and press coverage;

- Post and supervise posting to the Latitude 53 blog using Tumblr, updating several times each week and working with other staff and the Writer-in-residence to create fresh material and coordinate with other media;
- Create and post short videos for the Video Podcast feature of the Blog;
- Work with Latitude 53 staff to develop new online content; and
- Promote Latitude 53 on social media including Twitter, Facebook and blogs, and build an audience through regular posting.

PRINT & OUTREACH

- Work with the Program Officer and Executive Director to prepare programming descriptions and other text content for print, media and web use;
- Work with the Program Officer to create materials using existing templates and Adobe Indesign including quarterly newsletters and invitations;
- Create print ads in standard formats and send them to local and national publications on deadline;
- Keep a library of relevant images for press and use across all media;
- Prepare exhibition-related material for guests, including monograph essays and background hand-outs, as well as signs that match the Latitude 53 brand; and
- Work with designers to incorporate special event branding into all of Latitude 53's media.

PLANNING & LONG-TERM OBJECTIVES

- Work with Latitude 53 staff to develop promotional strategies for upcoming events and implement initiatives like membership drives;
- Develop, animate and monitor our communications strategy;
- Coordinate the release of information on Latitude 53's programming through press, newsletters and online postings;
- Prepare season previews in advance of general publication for visual art publications; and
- Build awareness in the local and national communities of Latitude 53's presence and mandate.

The Ideal Candidate:

Qualities and Qualifications:

- Minimum two years of combined education and experience in a relevant field (such as communications or public relations)
- Familiar with the issues of visual art and non-profit cultures - you must be comfortable talking about contemporary visual culture and its role in society.
- Creative individual with demonstrated experience in all aspects of marketing with an ability to produce creative results-driven communications
- Web fluency is essential; proficiency in use of social networking tools is strongly preferred;

- Excellent organizational and time management skills, ability to manage multiple tasks, work under pressure and meet deadlines, experience and skill in project planning
- Proven experience with media relations, able to represent the organization professionally and handle delicate media issues with diplomacy and tact
- Some experience as a writer, possessing excellent writing, editing and proofreading skills with meticulous attention to detail
- Understanding of graphic design principles and programs for web and print
- Some experience working with ad/media buys, printers and service providers
- Experience in and solid understanding of branding and advertising principles
- Self-motivated individual with proven decision-making and problem-solving abilities, able to work with minimal supervision in a team environment

The Organization:

Latitude 53 Contemporary Visual Culture is a 43 year-old not-for-profit artist-run centre and registered charity that explores the boundaries of contemporary art.

Building upon our strong programming history, we create sites for the intersection of contemporary art and ideas in Alberta. Latitude 53 is Alberta's leading contemporary art centre that animates and promotes thought provoking local, national, and international visual art; stimulates artistic research and education, audience engagement and experimental art practices; and provides a supportive environment for artists taking risks. We would encourage to explore our website at www.latitude53.org as well as our blog portal at blog.latitude53.org to discover more about our activities and scope.

This position is a permanent position with a three-month probation period with the possibilities of expanding to full-time. It is open to all candidates including: women, visible minorities, Indigenous heritage, Trans-identified and people with reduced mobility.

Interested individuals should forward a cover letter and c.v. by **02 November 2017**.

Communications Coordinator Search
Latitude 53 Contemporary Visual Culture
10242 - 106 Street, Edmonton, AB T5J 1H7
Attention: Todd Janes, Executive Director
email: todd.janes@latitude53.org

email: please specify the position in the subject line & include attachments as pdfs.