



MACKENZIE ART GALLERY

engaging people in transformative experiences of the world through art

JOB POSTING

Job Title: Director of Communications (DoC)

Department: Communications

Status: Full-Time, Out-of-Scope Position

About the MacKenzie Art Gallery:

The MacKenzie Art Gallery (MAG) is Saskatchewan's oldest and most comprehensive public art gallery. Programming primarily contemporary art, the MAG addresses an encyclopedic range of visual art and culture, and is an international leader in Indigenous art. Purpose-built and maintained to Class A Museum standards, the MAG permanent collection spans 5000 years of art with nearly 5000 works. MAG was founded on the collection of its namesake, Norman MacKenzie (1869–1936), who bequeathed his collection to the University of Saskatchewan (Regina College), now the University of Regina.

Opening in 1953, as the University art gallery, we maintain a nationally unique partnership with the University of Regina while maintaining separate board governance, site and an expansive mandate. Our current facilities were retrofitted in 1990, and MAG is located on the edge of the 2300-acre Wascana Centre (1962), the largest urban park in Canada. Wascana Centre was designed by renowned modernist architect Minoru Yamasaki, designer of the original World Trade Center in New York, and is a notable artifact of modernist design heritage. Today this park is a national treasure, where science, culture, education and nature meet, within the provincial capital commission.

The MAG is undergoing a multi-phase transformation, and this position provides the opportunity to take part in this project. This includes our planned and ongoing physical transformation, starting with the installation of a major public artwork on the building's façade (summer 2018); a new program space and café (fall 2018); and; a revitalized brand, identity and website (spring 2019).

Primary Purpose:

As a member of the management team, this position critically contributes to long-term strategic planning for the organization, anticipating challenges and developing long-term opportunities and sustainability. In accordance with the Gallery's Mission, Vision and strategic and business plans, this position plays a leading role in guiding the organization's ongoing operations and evaluation, serving a leadership role in creating a positive work environment, enabling staff to contribute their best, and fostering an appreciation for the arts.

The Director of Communications (DoC) is responsible for the development, management, and evaluation of all the MacKenzie Art Gallery's marketing and communications activities. By working across

departments, this position is responsible for the realization of the MacKenzie's brand and visual identity, while overseeing the development and implementation of marketing and communication strategies for local, regional, national, and international audiences. Working in collaboration with the CEO and staff, the DoC will design, execute, and assess comprehensive multi-year and annual marketing and communications strategies for the Gallery. The DoC is responsible for media and community partnerships, media relations, website, social media, special web projects, and print production.

Nature of Work:

Reporting to the CEO, the DoC specializes in all strategic and operational aspects of marketing and communications. The Director works closely with all departments of the MacKenzie Art Gallery, leading on communications strategies for the organization. The DoC must be knowledgeable in administrative, development, communications and project planning best practices. The DoC is responsible for the realization of the MacKenzie Art Gallery's brand, visual identity, and strategic communications initiatives, ensuring alignment with the Mission and Vision, Strategic and Business Plans of the Gallery at all times.

This position supervises the Communications Coordinator, Graphic Designer, and related and contract staff and volunteers.

The DoC develops reports, analyses, and recommendations communicated to the Board as required through the office of the CEO.

Accountabilities:

- Works in collaboration with the CEO, management team and other staff, to conceive, implement, and evaluate strategic marketing and communications direction, brand strategy, visual identity, and public relations strategies, delivering on the Mission, Vision and Strategic Business Plans of the Gallery.
- Works in collaboration with staff, across all departments, to develop, implement, monitor and evaluate multi-year strategies and goals, including an annual communications plan to market and promote the Gallery, exhibitions, programs, services and events to diverse audiences using appropriate methodologies and channels, including, but not limited to, print, radio, television, and online tactics.
- Ensures brand alignment and editorial direction on all marketing and communications materials including design, production, and distribution.
- Manages relationships with suppliers and agencies for communications activities, including tenders, negotiations, budget and schedule management.
- Oversees the visual identity, providing direction for graphic standards, branding guidelines, and marketing collateral. Works closely with all departments as an ambassador for the Gallery's brand and visual identity, ensuring quality and consistency.
- Develops overall quality and user experience of the Gallery website, and the experience of the Gallery's online presence and website as an additional program venue and destination, consistent with organizational goals, mandate and vision.

- Oversees the development and maintenance of the Gallery's communications archives and files, ensuring the archival integrity of the Gallery website as a document and aspect of the Gallery's history and archives.
- Oversees, implements, and evaluates guidelines for the Gallery's presence and use of social media.
- Develops, maintains and reports on departmental budget.
- Working with appropriate staff, develops, maintains and reports on Gallery statistics, coordinates clipping services and activities, maintaining comprehensive archive of all media and communications reports and activities, reports on coverage to CEO and staff.
- In collaboration with the CEO, provides overall editorial policy and content for Gallery promotional publications including *At the MacKenzie*, works collegially on curatorial publications as required, and has primary responsibility for the Gallery online presence. Oversees development, coordination, production, distribution and evaluation of Gallery publications and products including media releases, media kits, public service announcements, banners, posters, flyers, invitations, brochures, calendars, and signage.
- Develops, nurtures and expands Gallery's media relations locally, nationally and internationally; oversees monitoring and response to requests from media in a timely manner.
- Works with other key stakeholders including the tourism industry and other cultural organizations to advance the goals, position, identity and awareness of the Gallery.
- Works closely with development staff to propose, secure, monitor and evaluate media partnerships reflective of the Gallery's goals and planning.
- Advocates through all professional forums for the institution and its Mission and Vision.
- Supports the development of material for public distribution including media/press/Board briefings, advises on matters of expertise to the CEO and management team.
- Conducts marketing research to inform the Gallery's marketing, communications and public relations strategies.
- Act as Gallery spokesperson at public events and with the media in absence of or as designated by CEO.
- Analyze and evaluate the effective of department operations and seek improvements, implementing approved recommendations for change.
- Participates on Management and other committees.

Please see full job description at mackenzieartgallery.ca for detailed responsibilities.

Qualifications - Education: A master's degree in a related discipline, or equivalent combination of education and experience. IABC membership and accreditation are considered assets.

Qualifications - Experience: A minimum of five years of progressively responsible, related experience in a non-profit, or similarly complex environment, with experience and success in developing, implementing, and evaluating effective marketing and communications strategies using a variety of mediums and channels. Experience in conceptualizing and overseeing the development of marketing initiatives and design.

- Familiarity with the MacKenzie Art Gallery and/or a non-profit organization is considered an asset.
- Knowledge of visual art is considered an asset.
- Knowledge of Indigenous art and culture is considered an asset.
- Knowledge of a second language, especially French, is considered an asset.

Skills: Strong leadership and consensus building skills; the demonstrated ability to think and act strategically; highly organized and self-motivated; ability to prioritize deadlines; ability to express ideas and concepts effectively, verbally and in writing, including the ability to prepare and present verbal and written reports of a specialized nature; demonstrated ability to prepare financial reports; ability to establish and maintain working relationships and support and direct staff to achieve identified results; strong team player with ability to work collaboratively and independently; knowledge and demonstrated skill in graphic design software including Adobe Creative Suite, and Microsoft Office; demonstrated knowledge in implementing website re-development, e-commerce and online retail site; knowledge of not-for-profit organizations and art galleries or museums.

Salary Information: The starting salary will be commensurate with education and experience.

Benefits: This position includes a comprehensive benefits package.

The MacKenzie Art Gallery is committed to maintaining an inclusive culture and building a diverse workforce that includes women, Aboriginal, Inuit and Metis peoples, persons with disabilities and members of visible minorities who have traditionally been and are currently underrepresented in the Canadian workforce. We welcome applications from all qualified candidates.

HOW TO APPLY: This posting will remain open until the position is filled. Interviews will commence on April 13th, but only those candidates to be interviewed will be contacted. The MacKenzie thanks all applicants for their interest.

Email: jackie.martin@mackenzieartgallery.ca

Please include "Director of Communications" in the subject line of all applications sent via email.

MacKenzie Art Gallery
Attn: Jackie Martin, Director of Finance and Operations
3475 Albert Street
Regina, SK S4S 6X6

Inquiries regarding this position can be directed to Jackie Martin, Director of Finance & Operations, at (306) 584-4250 ext. 4275.

The successful candidate must submit a satisfactory Criminal Record Check prior to employment.



Job title: Director of Communications

Reports to: Executive Director and CEO

Job level: Management (out-of-scope)

Date approved: April 4, 2018

Primary Purpose:

As a member of the management team, this position critically contributes to long-term strategic planning for the organization, anticipating challenges and developing long-term opportunities and sustainability. In accordance with the Gallery's Mission, Vision and strategic and business plans, this position plays a leading role in guiding the organization's ongoing operations and evaluation, serving a leadership role in creating a positive work environment, enabling staff to contribute their best, and fostering an appreciation for the arts.

The Director of Communications (DoC) is responsible for the development, management, and evaluation of all the MacKenzie Art Gallery's marketing and communications activities. By working across departments, this position is responsible for the realization of the MacKenzie's brand and visual identity, while overseeing the development and implementation of marketing and communication strategies for local, regional, national, and international audiences. Working in collaboration with the CEO and staff, the Director will design, execute, and assess comprehensive multi-year and annual marketing and communications strategies for the Gallery. The Director is responsible for media and community partnerships, media relations, website, social media, special web projects, and print production.

Working in collaboration with the CEO and other staff, the DoC will design, execute and evaluate a comprehensive communications strategy for the MacKenzie Art Gallery. The DoC is responsible for leading and providing direction to advance the organization's profile and brand in communities locally, provincially, nationally and internationally. The DoC is responsible for the strategic long-term development, implementation and evaluation of all gallery communications including marketing and promotional activities, partnerships, media relations, web site, social media, and web projects, and print production (excluding curatorial Gallery publications).

Nature of Work:

Reporting to the CEO, the Director specializes in all strategic and operational aspects of marketing and communications. The Director works closely with all departments of the MacKenzie Art Gallery, leading on communications strategies for the organization. The Director must be knowledgeable in administrative, development, communications and project planning best practices. The Director is responsible for the realization of the MacKenzie Art Gallery's brand, visual identity, and strategic



communications initiatives, ensuring alignment with the Mission and Vision, Strategic and Business Plans of the Gallery at all times.

This position supervises the Communications Coordinator, Graphic Designer, and related and contract staff and volunteers.

The Director develops reports, analyses, and recommendations communicated to the Board as required through the office of the CEO.

Scope and Responsibilities:

1. Works in collaboration with the CEO, management team and other staff, to conceive, implement, and evaluate strategic marketing and communications direction, brand strategy, visual identity, and public relations strategies, delivering on the Mission, Vision and Strategic Business Plans of the Gallery.
2. Works in collaboration with staff, across all departments, to develop, implement, monitor and evaluate multi-year strategies and goals, including an annual communications plan to market and promote the Gallery, exhibitions, programs, services and events to diverse audiences using appropriate methodologies and channels, including, but not limited to, print, radio, television, and online tactics.
3. Ensures brand alignment and editorial direction on all marketing and communications materials including design, production, and distribution.
4. Manages relationships with suppliers and agencies for communications activities, including tenders, negotiations, budget and schedule management.
5. Oversees the visual identity, providing direction for graphic standards, branding guidelines, and marketing collateral. Works closely with all departments as an ambassador for the Gallery's brand and visual identity, ensuring quality and consistency.
6. Develops overall quality and user experience of the Gallery website, and the experience of the Gallery's online presence and website as an additional program venue and destination, consistent with organizational goals, mandate and vision.
7. Oversees the development and maintenance of the Gallery's communications archives and files, ensuring the archival integrity of the Gallery website as a document and aspect of the Gallery's history and archives.

8. Oversees, implements, and evaluates guidelines for the Gallery's presence and use of social media.
9. Develops, maintains and reports on departmental budget.
10. Working with appropriate staff, develops, maintains and reports on Gallery statistics, coordinates clipping services and activities, maintaining comprehensive archive of all media and communications reports and activities, reports on coverage to CEO and staff.
11. In collaboration with the CEO, provides overall editorial policy and content for Gallery publications including *At the MacKenzie*, and the Gallery website, oversees development, coordination, production, distribution and evaluation of Gallery publications and products including media releases, media kits, public service announcements, banners, posters, flyers, invitations, brochures, calendars, and signage.
12. Develops, nurtures and expands Gallery's media relations locally, nationally and internationally; oversees monitoring and response to requests from media in a timely manner.
13. Works with other key stakeholders including the tourism industry and other cultural organizations to advance the goals, position, identity and awareness of the Gallery.
14. Works closely with development staff to propose, secure, monitor and evaluate media partnerships reflective of the Gallery's goals and planning.
15. Advocates through all professional forums for the institution and its Mission and Vision.
16. Supports the development of material for public distribution including media/press/Board briefings, advises on matters of expertise to the CEO and management team.
17. Conducts marketing research to inform the Gallery's marketing, communications and public relations strategies.
18. Act as Gallery spokesperson at public events and with the media in absence of or as designated by CEO.
19. Analyze and evaluate the effective of department operations and seek improvements, implementing approved recommendations for change.



20. Participates on Management and other committees.

21. Other duties as assigned.

Supervisory Duties:

1. Hires, trains, delegates, evaluates, and supervises staff, acting as a role model to foster the best performance of employees and fostering a positive work environment. Makes recommendations to the CEO in regard to creating new positions, promotions and releasing of staff.
 - a. Supervises staff;
 - b. Evaluates staff performance and provides ongoing constructive feedback and encouragement to staff;
 - c. Assigns staff schedules;
 - d. Provides staff with appropriate and ongoing training;
 - e. Establishes performance standards and monitoring of staff performance, following the principal of progressive discipline when necessary;
 - f. Inspects work performed by staff to ensure approved standards are being met;
 - g. Coach, model and ensure that staff practice quality customer service;
 - h. Set clear, results oriented goals with realistic and measurable outcomes;
 - i. Assist staff within the department to develop the necessary skills to be successful within the organization;
 - j. Support and encourage initiatives within the department.

Qualifications - Education: A master's degree in a related discipline, or equivalent combination of education and experience. IABC membership and accreditation are considered assets.

Qualifications - Experience: A minimum of five years of progressively responsible, related experience in a non-profit, or similarly complex environment, with experience and success in developing, implementing, and evaluating effective marketing and communications strategies using a variety of mediums and channels. Experience in conceptualizing and overseeing the development of marketing initiatives and design.

Familiarity with the MacKenzie Art Gallery and/or a non-profit organization is considered an asset.

Knowledge of visual art is considered an asset.

Knowledge of Indigenous art and culture is considered an asset.

Knowledge of a second language, especially French, is considered an asset.

Skills: Strong leadership and consensus building skills; the demonstrated ability to think and act strategically; highly organized and self-motivated; ability to prioritize deadlines; ability to express ideas and concepts effectively, verbally and in writing, including the ability to prepare and present



verbal and written reports of a specialized nature; demonstrated ability to prepare financial reports; ability to establish and maintain working relationships and support and direct staff to achieve identified results; strong team player with ability to work collaboratively and independently; knowledge and demonstrated skill in graphic design software including Adobe Creative Suite, and Microsoft Office; demonstrated knowledge in implementing website re-development, e-commerce and online retail site; knowledge of not-for-profit organizations and art galleries or museums.

I have read and understand this job description and it is an accurate statement of the job duties, responsibilities, and qualifications.

_____	_____	_____
Employee name	Signature	Date

_____	_____	_____
Executive Director & CEO (name)	Signature	Date