



## Career Opportunity

# Director, Marketing & Community Investment

Francis Winspear Centre for Music | Edmonton Symphony Orchestra



*Do you have an ability to cultivate relationships by discovering common ground?  
Are you an ambitious self-starter who thinks big and strives to accomplish goals?  
Would you like to work with a cornerstone arts organization in the heart of Edmonton?*

The Francis Winspear Centre for Music is recognized as one of North America's finest acoustic concert facilities and is home to the Edmonton Symphony Orchestra, an ensemble with adventurous programming that reflects the diversity of the communities it serves. The Winspear's vision is to create an open and accessible centre for music for all to enjoy, as well as to make music central to tourism, business, and cultural development initiatives in the city by building partnerships with companies and organizations to maximize the use of the venue as a community resource and minimize barriers for people to access musical arts experiences.

The **Director, Marketing & Community Investment** oversees the marketing, communications, and sponsorship activities for the organization. This position involves stewarding existing partnerships, identifying strategic opportunities, preparing partnership proposals, overseeing sponsorship activation. This role leads the Marketing & Communications and Community Investment teams in meeting attendance and budget targets. In this role, you are actively involved in creating and implementing marketing campaigns, driving sales for events, programs, and rentals, stewarding partners, attending community events and ensuring brand-consistent ongoing communications with all stakeholders.

You will thrive in this role if you love meeting new people and attending events and you are passionate about the value arts bring to the community as a whole. You are energized by being at events greeting patrons, sponsors, and community partners. Through your professional and personal inclinations, you reveal your connectedness to the community. As an ambassador for the arts in Edmonton, you possess the ability to nurture positive relationships with all organizational stakeholders including guests, donors, community groups, media, volunteers, and internally with all levels of personnel in the organization.

Your qualifications include a post-secondary degree and/or related experience with marketing, sales, community relations, sponsorships, and communications. This role is ideal for someone with marketing and business analysis acumen and is strongly inclined to be communicative and team-oriented. Experience in digital marketing and media buys is essential. While pursuing goals with vigour, you interact respectfully and confidently with others. You demonstrate a capacity for fostering long-term relationships, as well as proven abilities to identify new opportunities and create and implement plans. Experience in marketing arts events and learning programs within the not-for-profit sector is beneficial.

If you enjoy the challenge of surpassing your own targets and building mutually beneficial relationships that contribute to a better community for everyone, submit your application to begin your career with one of Edmonton's finest arts organizations. What you get is a full-time position leading an exceptional team of creative individuals and opportunities to flex your own creativity and develop professionally. This is a flexible working environment and evening and weekend work is required.

Please submit résumé and cover letter as a single-attachment PDF to Julia Darby at [jdarby@winspearcentre.com](mailto:jdarby@winspearcentre.com). Subject line: Director, Marketing & Community Investment. We are committed to diversity and equity in employment, and welcome applications from all qualified candidates. Please mention how you heard about this posting. No phone calls. Position will remain open until suitable candidate is found. First cut-off for applications is November 15, 2017. We sincerely thank all applicants. Qualified candidates selected for an interview will be contacted.