

The Textile Museum of Canada is looking for a Head of Marketing & Design to take the reins of the strategy and success of our marketing and communications department, including, but not limited to, the oversight of internal and external digital marketing; brand messaging; content marketing; media relations; and brand management.

You'll work directly with our Director & CEO and Curatorial Director to establish the Textile Museum of Canada as a leading national museum, and develop and maintain effective working relationships with all teams—Programming, Education, Collection & Conservation, Public Engagement, and Development. This is a fantastic opportunity for an experienced marketer looking to develop and deliver a fully integrated marketing strategy within a not-for-profit cultural organization.

HEAD OF MARKETING & DESIGN

REPORTS TO: Director & CEO

POSITION TYPE: Full-time, five days a week, permanent position; a typical workweek is Monday to Friday 9 am to 5 pm. Additional evening and weekend shifts may be required.

SALARY: Annual salary of \$45,000 with benefits.

The Head of Marketing & Design manages the overall strategy and success of our marketing and communications program, including, but not limited to, the oversight of internal and external digital marketing; brand messaging; content marketing; media relations; and brand management. The person in this position manages graphic design related to all Museum activities.

This role is essential in developing and executing effective strategies and campaigns resulting in increased revenue, attendance, awareness, engagement, and favourable media placement (print and digital) for multiple Museum goals. You will be responsible for designing, executing, and assessing the digital, advertising, communications, and creative strategies for the Museum.

Principle Duties & Responsibilities

- Manage the marketing plan and budget, establish goals and objectives for marketing, track results and report on completion with management regularly;
- Stay abreast of current market conditions and trends, incorporate innovations into Museum marketing plans;
- Implement the Museum's brand guidelines, communicating a clear and consistent brand for the organization;
- Manage the implementation, design, and production of the organization's print and digital marketing material and platforms, including our website, press releases, e-blasts, e-newsletter, blog, annual reports, and social media;
- Manage the implementation, design, and production of marketing and communication assets for programming, including text and graphic design for exhibitions, public programs, outreach, and educational activities
- Manage the Museum's website(s), blog, SEO/SEM strategy, and other marketing initiatives
- Manage installation photography for exhibitions and public spaces;
- Manage images from internal and external sources, creating a file and archive system for ease of access;
- Manage relationships with media, writers, influencers, personalities, partners, and cultural practitioners for marketing initiatives;

- Manage relationships with, and recommend production vendors for print, publication, signage, exhibition graphics;
- Manage Museum-branded and Collection-inspired merchandise development for the retail environment;
- Provide advice to Director & CEO and Curatorial Director on strategic short and long-term direction for marketing;
- Manage department operations, work plans, and annual budget

Supervisory Responsibilities

- Supervision of the following positions:
 - Marketing and Membership Coordinator
 - Marketing and Communications Interns and/or Volunteers

Work environment

Aside from current work-from-home schedules, most of the work is performed in the Museum with attendant office noise level. The applicant must be a team player and able to work in an open-concept office environment.

Skills

Vision and creativity, combined with solid project management, impeccable attention to detail, adaptability, multi-tasking, time management, and communication skills are essential in this position.

- Work experience leading design and marketing initiatives, preferably within the arts and cultural sector;
- Experience running successful marketing campaigns;
- Solid working knowledge of online and offline design, brand development and the creative process;
- Solid understanding of web analytics and UI/UX experience;
- Knowledge of both web and traditional media;
- Advanced proficiency in Adobe Creative Cloud (primarily InDesign, Photoshop, Illustrator, and Acrobat Pro);
- Impeccable writing and editing skills;
- Leadership skills with the ability to set and prioritize goals;
- Familiarity with contemporary art practices and topics is an asset.

How to Apply

Candidate must be a Canadian citizen or a permanent resident, or have refugee status in Canada and be legally entitled to work in Canada. Qualified candidates should email their cover letter and resume as a single document attachment to hrsearch@textilemuseum.ca by May 5th, 2021. The email subject line should read <title of position applied for> <applicant's last name>.

The Textile Museum of Canada maintains a Board of Trustees approved Anti-Racism, Access, and Equity Policy. Respect, accountability, and a generous manner towards other staff, volunteers, and the general public are requirements for all staff. We encourage all candidates who meet the eligibility criteria to apply, however in keeping with the Museum's equity goals, we will prioritize those candidates who are BIPOC and/or 2SLGBTQIAP+. Candidates are encouraged to self-identify in their cover letters.

About the Textile Museum of Canada

Established in 1975, the Textile Museum of Canada has established itself as a vibrant cultural place that promotes community engagement through our programs and services.

As the only national museum in Canada exclusively dedicated to the study and presentation of textiles from cultures around the world, we occupy a unique position among other leading cultural institutions in the country. The universality of textiles is at the heart of our work, and provides the stimulus and opportunity to engage communities around us as well as thousands of national and international visitors. The Textile Museum's main activities focus on the exhibition, collection, conservation and research of art, craft and design from around the world. Through our artistic and educational programs, delivered in both physical and virtual forms, we build on a long history of connecting creativity, cultures and human histories through the materials of everyday lives.