

Outreach and Communications Coordinator, Eastern Edge

Established in 1984, Eastern Edge is committed to exhibiting contemporary Canadian and international art, as well as encouraging dedicated and rigorous activity locally. In providing an alternative venue where artists have greater control over how their work is represented, Eastern Edge facilitates critical dialogue concerning issues in contemporary art and society, actively encouraging emerging and established artists whose work speaks to feminist, multicultural, queer, and other diverse perspectives. Eastern Edge aims to provide a supportive space to develop skills, share information and resources, foster community and create a meaningful context for artistic activity.

The Outreach and Communications Coordinator reports to the Operations Manager and is accountable for preparing and distributing all communications and social media material, updating and managing the website and social media pages as well as ensuring all print and digital publications are produced according to the professional and Branding standards of the organization. The Outreach and Communications Coordinator is also accountable for the training and coordination of all volunteers, members and member services. And for the coordination and organization of all fundraising events and activities for Eastern Edge.

Responsibilities

- The key responsibilities to develop, coordinate and deliver all the communications and public relations activities for Eastern Edge; manage volunteers, manage member services and coordinate all fundraising activities
- Developing, writing and coordinating print and digital communications and public relations material for Eastern Edge and providing editing and proofreading assistance for all documentation prepared by other team members.
- Developing and coordinating the launch of the rebranding for Eastern Edge, establishing guidelines and protocols for use of branding into the future.
- Developing templates and guides for all Eastern Edge team members to use in preparation of proposals, social media postings, articles, publications and other print documentation.
- Managing Eastern Edge website and social media pages.
- Managing all aspects of Eastern Edge communications, promotion and public relations activity including social media presence, advertising, as well as production and distribution of newsletter, magazine and other publications material.
- Ensure the public calendar is posted on social media and updated as changes are identified.
- Coordination of all member services including maintaining the membership lists and payments, responding to enquiries, assisting members to access resources and / or programs, assisting members as required in accessing funding and preparing proposals.
- Coordination of all volunteer involvement in support of overall programming and events, maintaining an active volunteer list and keeping in regular contact with individuals on the volunteer list.

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- Coordination and delivery of all volunteer training and development activities, including screening, registration, orientation, customer service and health and safety.
- Working with the Executive Director to organize and coordinate all fundraising activities including but not limited to the fare and SQUARE annual event.
- Assist as requested in installations and takedowns in the galleries, in preparing for presentations and events, and in gallery sitting on occasion.
- Coordination and managing special programming as funding is received.
- Working with Operations Manager to regularly monitor expenditures according to approved budgets.
- Preparing purchase orders for approval by Operations Manager.
- Producing regular status reports on all events, activities and programming for the Operations Manager.
- Assisting the Outreach and Fundraising Committees to conduct meetings and planning sessions, take minutes and draft planning documentation, send out notices and notifications as directed.
- Welcoming and engaging with the public during visits to the gallery and encouraging attendance and participation in events and activities.
- Ensuring that all policies and procedures as approved by the Board are followed and fully implemented at all times.
- Ensuring all health and safety policies, procedures and practices are followed and fully implemented at all times.

Qualifications and Skills

- At least one year experience working in an arts organization, artist run centre, a not-for-profit, a communication and or marketing organization.
- Diploma or degree in Fine Arts, communications, marketing or relevant related specialty.
- Experience working with website and social media platforms, marketing and branding.
- Experience organizing fundraising events and activities.
- Understanding of presentation and digital technology is an asset.
- Good written and communication skills.
- Commitment to fostering and supporting a vibrant artistic community.
- Understanding and ability to follow internal and external policies and procedures.

Physical and Environmental Conditions

- Extended periods working on a computer, sitting at a desk and attending both online and in person meetings
- Some periods of working and standing in public space.
- Extensive in person and on-line organizational and project management that require multitasking
- Assisting with gallery installations including lifting and carrying weights up to 20lbs, occasionally above waist height and ascending ladders up to 10 feet, and setting up and operating various technology.

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- The work environment occasionally presents exposure to paints, solvents and other chemical hazards. The organization provides personal protective equipment which must be worn / utilized as described in the Eastern Edge Health and Safety Policy.
- Primarily this position is a Tuesday to Saturday 10 am to 5 pm position (35 hours a week), with some evenings and weekend events.
- This position is salaried at \$35,000 annually.
- This will be a 10 month position, with potential to be extended, dependent on funding.