



Position: Marketing  
Esker Foundation, Calgary, Canada

## **About Esker Foundation**

Esker Foundation is the largest privately funded, non-commercial contemporary art gallery in Calgary. As a leader in the Calgary arts community, Esker Foundation connects the public to contemporary art through relevant, accessible, and educational exhibitions, programs, and publications. Esker Foundation reflects on current developments in local, regional, and international culture; creates opportunities for public dialogue; and supports the production of groundbreaking new work, ideas, and research. Our model is unique, our exhibitions groundbreaking, our programs enriching.

## **The Role**

In this key marketing role your primary responsibility is to build awareness for Esker Foundation on a local, national, and international level. Working directly with the Director and the Esker team, you will develop and execute innovative marketing strategies to inspire and grow our audience. You are someone who is innovative, experimental, and creative. With an ability to recognize the most meaningful stories for each exhibition, your role is to communicate them, generate excitement, and bring Esker Foundation to the forefront of contemporary dialogue in Calgary and beyond. As part of a small but highly efficient team, you will be required to contribute to both the big picture and small day-to-day tasks. Strategic planning, writing, editing, an eye for design, and an ability to contribute to our ongoing discussion of contemporary practice, exhibitions, and programming are necessary. You will build strong contacts in the arts, education, business, and marketing communities with a focus on strengthening and developing local connections. You will market Esker, our exhibitions, and our extensive programming to new and existing audiences. Esker Foundation aims to be the leading contemporary art gallery in Calgary, with an impact that goes global. You will create an exciting path to get us there.

## **Key Responsibilities**

- Develop, produce, and manage an innovative marketing, communications, and social media plan.
- Work directly with our web, design, and printing contacts to produce our marketing material.
- Build strong one-on-one relationships with arts, education, business, marketing and communication sectors in Calgary, regionally, and nationally.
- Build strong media relations locally and nationally.
- Continue to promote and find new audiences for exhibitions, programs, and the Esker Foundation app.
- Represent Esker at events, presentations, awards, and other cultural activities in Calgary.
- Actively engage in relevant meetings, symposia, workshops, talks, and other forums of brainstorming and information exchange, within the gallery, and in the arts, education, business, tourism, and marketing sectors.



## Skills & Qualifications

First and foremost an endless enthusiasm, creativity, and commitment to the goals and vision of Esker Foundation, plus:

- A post-secondary degree in marketing and communication, journalism, business administration majoring in communications and marketing, design, or other related discipline and a minimum of 3 years of experience in marketing and communications or a related field.
- Knowledge of the arts and culture industry as well as a familiarity with contemporary art.
- Experience managing complex projects from concept to production with proven success.
- Experience with production of print, electronic, broadcast, photographic and social media.
- A superior design sensibility; the ability to communicate your ideas.
- The ability to present information in the appropriate language and style for the target audience.
- The ability to work independently and collaboratively.
- Flexibility: able to work under changing priorities and deadlines.
- Demonstrated integrity: focused on high-quality outcomes.
- A strong work ethic and excellent problem-solving abilities.
- Demonstrated discretion, tact, initiative, and sound judgment skills.
- Excellent group and one-on-one communication, negotiation, and presentation skills.
- Superior writing skills.
- Exceptional communication, presentation, project management, and time management skills with the ability to prioritize and organize.
- Intermediate to advanced computer skills in MS Office Suite (Word, Excel, PowerPoint, and Outlook) and social media tools. Intermediate skills in Adobe Photoshop and InDesign are an asset.

## Hours

Full-time: Monday to Friday 10:00 a.m. to 6:00 p.m.

Available to work evenings, weekends, and holiday hours as required.

## Salary & Benefits

A competitive salary along with a comprehensive benefit package will be discussed with successful interview candidates.

## To Apply

If you are interested in joining the team at Esker Foundation, please send a cover letter along with your resume detailing your accomplishments to date, and an example of an effective marketing campaign you have developed.

Email your application before **March 23, 2017** to the Director, Naomi Potter at: [npotter@eskerfoundation.com](mailto:npotter@eskerfoundation.com)

We would like to thank everyone for their application; however, only those being considered for an interview will be contacted.