



Marketing Coordinator

L'sipukt-Sydney, Mi'kma'ki-Nova Scotia

Do you have a passion for marketing and want to be a part of an incredible team who share a love for what they do? Cape Breton Centre for Craft & Design is looking for an experienced and energetic individual to join our team to fill the role of Marketing Coordinator for a 17-month maternity leave contract.

Benefits include four-day work week, health insurance, paid holidays and vacation, paid sick leave, extra paid time off from December 24-January 2. The salary for this position is \$45,000.

Who We Are

[Cape Breton Centre for Craft & Design](#) is in Unama'ki, the land of fog, the unceded and traditional territory of the Mi'kmaq. At the Centre we strive to honour and uphold the Treaties of Peace and Friendship made with the Mi'kmaq by celebrating the ongoing tradition of beautiful and creative craftsmanship of the First Peoples of this land.

We are a for impact charitable organization and an integral and leading force in the educational, promotional, and economic development of the craft sector on Unama'ki-Cape Breton Island with a membership of over 300 individuals and organizations throughout the Island.

[Cape Breton Centre for Craft & Design](#) encourages applications from IBPOC, 2SLGBTQI and Official Language Minority individuals. Cape Breton Centre for Craft & Design values the diversity of the people it hires and serves. Diversity at the Centre means fostering a workplace in which individual differences are recognized, appreciated, respected, and responded to in ways that fully develop and utilize each person's talents and strengths. Cape Breton Centre for Craft & Design is an equal opportunity employer and is committed to diversity and inclusiveness in all its work. We work proactively to be fair and equitable in practice and to build diversity into our teams, creative communities, programs, and services.

Duties:

- Develop and implement annual marketing plan for the Centre, including tourism marketing initiatives
- Manage and update the Centre's website and online shop on an ongoing basis
- Manage and implement all promotional activities and special campaigns for the Centre
- Develop new rich content for digital marketing, with professional photographer and videographer
- Manage the Centre's online social media platforms including Facebook, Instagram, Twitter, YouTube, LinkedIn and Pinterest
- Create monthly social media content calendar including writing copy, editing, and sourcing images and videos

- Develop content, design and schedule for all advertising, including print, radio and digital billboards
- Implement proactive media relations and communications for the craft sector including news releases, PSAs and pitching stories
- Organize and promote special events including exhibitions, conferences and fundraising events
- Write and distribute all communication to members and the public including bi-weekly e-newsletter
- Manage call, design and distribution of annual Artisan Trail Map
- Develop promotional materials with assistance of external consultants or agencies
- Work with artists to grow craft tourism products and experiences on Cape Breton Island
- Develop and nurture collaborative partnerships to grow opportunities for craft tourism marketing development
- Work with staff to promote the Mi'kmaq Arts Development program, craft incubators and residency programs island-wide, as well as craft business development initiatives
- Work with staff to facilitate fundraising initiatives including annual giving and grant writing
- Other related duties in support of a successful team, program, and organization

Skills:

- Strong organizational skills
- Superior writing, editing and proofreading skills
- Event, project and time management skills
- Excellent interpersonal skills
- Knowledge of InDesign, Lightroom, WordPress and Google Analytics
- Able to work flexible hours

Qualifications:

- Bachelor's degree in marketing, communications, public relations or related field
- Minimum three years marketing experience
- Valid driver's license and access to a vehicle

To apply, please email your cover letter and resume to Lori Burke, Executive Director, at lori@capebretoncraft.com. Deadline for applications is January 29, 2023.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.