



Executive Director,  
Ross Creek:  
Ms. Chris O'Neill

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Artistic Director,  
Two Planks:  
Ken Schwartz

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555 Ross Creek Road,  
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BOP 1H0 Canada

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Honorary Patron, The Honourable Arthur J. LeBlanc, ONS, QC, Lieutenant Governor of Nova Scotia

## GIVING VOICE TO CANADIANS THROUGH ARTS, PASSION, AND WONDER

### About Us:

The Ross Creek Centre for the Arts is a unique institution in Canada, bringing together the best in arts education for youth with community and professional artist programs. The Ross Creek Centre for the Arts is a research and development centre for the arts of all disciplines and cultures, and is proud to help facilitate the development of new art from around the world in wonderful facilities on a spectacular farm in rural Nova Scotia. We are a non-profit association and rely on donations, earned revenue and public investment. We are proud to help facilitate the development of new art from down the road and around the world in a spectacular setting in rural Nova Scotia.

Two Planks and a Passion is an award-winning professional theatre company in residence at the Ross Creek Centre for the Arts, offering exquisite outdoor productions in a spectacular setting. Our work is the result of a unique marriage between nature and the artistic imagination.

### Hiring Values:

The Ross Creek Centre for the Arts, which is grateful to be welcomed in Sipekne'katik, one of the seven regions of Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq people, is looking for innovative and creative individuals who care about arts in the community and who love rural living. The Centre is committed to creating a great team environment and is proud to be an equal opportunity employer, with a diverse workforce. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, disability, age, or veteran status, and **we strongly encourage applicants from diverse backgrounds to apply.**

### Marketing and Communications Coordinator - Position Summary

The Marketing and Communications Coordinator is passionate about the arts and wants to help us build the Centre and Two Planks for further resilience. The position is designed to work closely with senior management as well as in a team environment with our Development Director and Arts Programming Manager to ensure we are maximizing our visibility, nurturing relationships, and stewarding our connections to our community. Highly organized, dedicated to the arts, and a willingness to learn, describes the right person. A spirit of positivity, a sense of humour, camaraderie and yes, hard work, are what we look for. **See attached for responsibilities.**

**Rate:** \$34,000-\$37,500 to start depending on level of experience

**Benefits:** Co-pay health and dental package, creative renewal, etc.

**Type of Employment:** salaried, onsite work with expectations of flexible schedule to accommodate events and performances on occasion.

**Reporting:** To the Management team

**Location:** Canning, NS

**Note:** Must have own transportation, Ross Creek Centre is not on a public bus route

**Deadline:** April 15, 2023

**Apply to:** [chris@artscentre.ca](mailto:chris@artscentre.ca) with the subject line **COMMS-2023** and please include:

1. A cover letter about what interests about our work and the position,
2. A CV, including 2 references with emails

While we appreciate all applications, only those selected for interview will be contacted.

**Make a difference while having a great time as part of a fabulous team dedicated to the arts, community, and the environment in a beautiful facility on 178 acres of field and forest.**



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### Marketing and Communications Coordinator Responsibilities

- Be part of a team which makes events and programs in arts and culture.
- Help develop, execute, and evaluate a combined marketing plan for both Ross Creek and Two Planks
- Help develop, execute, & evaluate marketing campaigns for programs & events ensuring brand integrity
- Help develop marketing collateral for programs and events
- Design and edit graphics for print or web as needed
- Write and edit emails, social media content, articles, and marketing and sales collateral
- Create e-mails, digital links, landing and splash pages to assist in direct marketing efforts.
- Track and report email analytics
- Maintain compliance with all anti-spam laws
- Roll out communications for our portfolio of activities including the exhibitions and events, fundraising, outreach programs and public programs by engaging with relevant stakeholders.
- Press outreach and relationship building (including media pitching and supporting incoming requests, updating event listings, collecting editorial calendars, compiling press clippings).
- Adhere to brand tone and guidelines, making sure all interactions forward our mission and mandate;
- Produce and distribute print materials, including liaising with relevant departments, and printers, compiling content, formatting, designing, proofreading and giving feedback.
- Assist with administrative duties and event support as needed.
- Website maintenance and monitoring
- Coordinate, execute, and evaluate social media campaigns

### Qualifications and Experience

We expect that successful candidates will have *or strive to achieve:*

- Advanced communication skills (verbal and written) including presentation skills
- Superior editing and creative writing skills; Skill in translating complex information into easy to understand and interesting language.
- Knowledge or experience working with email solution providers (mailchimp, etc.)
- Knowledge or experience working with website platforms (wordpress)
- Familiarity with customer relationship management systems (salesforce)
- Graphic design skills and experience with Adobe Creative Suite required
- Familiarity with how to apply brand concepts to both internal and external audiences.
- Skill in working independently as collaborating with a team.
- Ability to think strategically and critically with a demonstrated understanding of communications strategies, trends and technologies
- Experience managing and motivating staff and projects
- Well-developed organizational, interpersonal and analytical skills
- A curious people-person who stays at the pulse of current trends and industry best practices
- Keen interest in audience development and community building in the cultural sector
- Commitment to championing diversity and inclusion across all communications and marketing
- Must be legally eligible to work in Canada. Non-Canadian applicants must have a valid employment Visa and proper documentation authorizing their ability to work in Canada.
- **Knowledge of and passion for art and cultural sector**