

AUDAIN ART MUSEUM

Whistler, British Columbia

MARKETING MANAGER

Become an integral part of the Audain Art Museum (AAM), a 56,000 square foot institution in Whistler, British Columbia. Located in the Coast Mountains of British Columbia just two hours north of Vancouver, the Museum, designed by the award-winning architectural firm Patkau Architects, is a must-see cultural experience in Canada's favorite year-round destination.

The Museum's Permanent Collection showcases the art of British Columbia from the late 18th century to present. Anchoring the collection is James Hart's *The Dance Screen (The Scream Too)*, the most significant contemporary carved cedar dance screen in the world. Other highlights include an important collection of 19th and 20th century First Nations masks and works by some of Canada's most celebrated artists including Emily Carr, E.J. Hughes and the internationally renowned photo-conceptualists Jeff Wall, Stan Douglas and Rodney Graham. In addition to the Permanent Collection displays the Museum hosts Special Exhibitions of art from Canada and around the world.

Position: Marketing Manager
Reporting to: Director & Chief Curator
Hours: 37.5 per week
Term: Permanent, full-time
Location: Whistler, British Columbia
Remuneration: \$70,000
Benefits: Extended Health, 6% vacation entitlement, RRSP program, Wellness Benefit and Phone Allowance

Job Summary

Responsible for the development, oversight, and execution of all marketing and communications efforts of the Audain Art Museum including advertising, social media, media relations and audience development. The Marketing Manager is creative, collaborative, and forward-thinking and will provide both strategic vision and technical knowledge to allow the AAM to excel in marketing and communications efforts.

Reporting to the Director & Chief Curator, the Marketing Manager will implement innovative marketing and communications strategies that elevate the profile of the AAM, attract and retain audiences, and grow earned revenue streams. The Marketing Manager will be collaborative, working across teams to manage complementary priorities.

KEY RESPONSIBILITIES

Strategy

- Collaborate with management team to develop and implement a strategic marketing plan for all areas of the organization.
- Identify and target key audiences to build awareness, engagement, affiliation, and loyalty.
- Generate high visibility in regional, national, and international markets.
- Develop and manage the annual marketing and communications budget.

Partnerships and Collaboration

- Be an enthusiastic and passionate champion for the Museum, including representing the AAM at community events as required.
- Support the Development Officer with the unique events, recognition, and fulfillment needs of partners, sponsors, Founders and other supporters.
- Manage external contract/agency relationships including digital marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM), website development, graphic design, communications, and other creative agencies.
- Represent the Museum within all efforts related to the Tourism sector including marketing, sales, media relations and strategic partnerships.

Branding, Communications and Marketing

- Collaboration with curatorial team to develop exhibition branding.
- Write copy and oversee creative development of marketing campaigns and associated materials.
- Develop and implement an integrated digital strategy that engages audiences across demographics, including age, geographic location and interests.
- Oversee all media buys and promotional partnerships.
- Monitor analytics and campaign effectiveness, produce reports, and liaise with team to assess performance and opportunities for growth.
- Oversee all brand photography and videography.
- Execute production of all media relations efforts, act as media relations liaison, and manage press previews, media visits and other media events.

Sales

- Oversee sales efforts including referrals and venue rentals.
- Supervise and monitor sales team including assisting with marketing efforts, site visits/tours, contract approval, and performance tracking.
- Support the Director of Operations with policy development related to sales efforts.
- Liaise with third party sellers including online travel agents (OTAs) and wholesalers, including developing and securing contracts.
- Other duties as required.

Qualifications

- Bachelor's degree or equivalent in a related field.
- Minimum of 5+ years of experience in marketing and communications.
- Proficiency in Adobe Creative Suite, Microsoft Office, WordPress and Mailchimp.
- Excellent verbal and written, communication and presentation skills.
- Established industry contacts and knowledge of sector.
- Ability to manage multiple projects concurrently.
- Ability to work a varied schedule including occasional travel.
- Reside in the Sea to Sky corridor
- Must have a valid BC driver's license and ability to pass a criminal record check.

The successful candidate will be required to submit:

- Resume;
- Cover Letter; and
- 2 work related references.

Interested Applicants are required to submit a Resume, Cover Letter and References prior to **5:00pm PST** on **Wednesday, June 11, 2025**.

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

ALL RESUME PACKAGES MAY BE DIRECTED TO:

Brianna Beacom, Director of Operations, Audain Art Museum
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