



*We are an inclusive, creative, hardworking group on a musical mission to enrich lives and support the arts. As a member of the CKUA team, you'll enjoy a music-centric, arts-focused office culture and a professional, eclectic mix of colleagues. CKUA also offers bright, modern workspaces from the beautifully restored Alberta Hotel in Edmonton and Calgary Foundation CKUA Studio at Studio Bell (when we are not working remotely).*

Our team currently seeks a

### **Manager - Communications & Marketing**

Working in an ever-evolving arts and culture environment and media landscape, you will strategically develop, plan, and implement integrated brand and channel marketing strategies for CKUA's on-air and digital properties. In this role, you will also collaborate as a team player across CKUA to drive the marketing and communication strategies for fundraising campaigns, special events and other donor engagement and stewardship activities to produce ongoing and impactful results for audience development and revenue generation. Your proven results in optimizing marketing strategies will help guide CKUA's audience journey from listener to donor.

#### **Your key areas of responsibility will include:**

Executing parts of CKUA's strategic plan

- Developing data-informed strategies that help raise CKUA's market awareness and invite new listeners into the CKUA community.
- Helping to grow audience engagement and time spent with CKUA through our various channels and touchpoints.
- Helping to articulate CKUA's story to support our annual fundraising, sales, and revenue generation efforts.

Brand Strategy, Channel Marketing and Communications

- Developing and executing integrated and measurable marketing and communications strategy and annual plan.
- Bringing a creative and customer-obsessed approach to managing CKUA's digital and social media accounts and on-air promotions. Planning, creating, and delivering engaging, relevant, prompt, and shareable content and distributing that content purposefully across digital and social channels.

- Elevating the audience and donor experience to cultivate and convert CKUA audiences into loyal listeners, followers, and donors.
- Reporting to the Director, Community Relations and working collaboratively as a team player across CKUA, the Communications and Marketing Manager's direct contributions ensure the audience journey leads to long-term financial sustainability for CKUA and is representative of the CKUA brand and mission as a donor-supported, community-centric entity.

#### Merchandise and Online Store

- Developing, planning, and implementing a strategy for branded SWAG, seasonal merchandise, and re-opening CKUA's online store.
- Working collaboratively with the Sales & Partnership Manager to develop, plan and implement promotional strategies to achieve sales targets for merchandise.
- Working collaboratively with the Development Manager to develop, plan and implement strategies to use branded merchandise to support donor stewardship and the achievement of revenue targets for annual fundraising.
- Working collaboratively with the Events & Volunteer Manager, develop, plan and implement promotional SWAG distribution strategies at CKUA events and using volunteers to support inventory and distribution.

#### Contesting and Special Event Activation

- Working collaboratively within a cross-functional events and production team, lead the development, planning and implementation of digital contesting and on-site marketing activations to creatively support CKUA's strategic priorities for audience and revenue development.

#### Staff Supervision & Collaboration

- 3.5 FTE Direct Reports: Digital & Social Marketing Coordinator (2 FTE), Communications Coordinator (1.5 FTE)
- Member of the Community Relations Management Team working closely with the Director and Managers of Development, Sales, and Events and Volunteers and staff. Other internal collaborative working relationships include the CKUA Leadership Team, Content & Production Services, IT/Engineering, Finance/Administration, and Announcers Team.
- Supervising and coordinating external professional services as needed.

#### **You will have proven the ability to:**

- Embody CKUA's organizational values: Community | Diversity | Inclusion | Creativity | Curiosity | Authenticity
- Lead with compassion and empower your teams while coaching and supporting.
- Create and execute strategies that support the organization's goals and maximize the skills and talents of the teams you are working with.

- Be a collaborative team player who can build consensus across the organization and navigate many relationships and stakeholder groups.
- Be a creative storyteller who can bring the CKUA brand to life and translate CKUA's brand voice into multi-channel assets that achieve specific marketing goals. This includes elevating the brand experience to develop new audiences and cultivate and convert CKUA audiences into donors.
- Demonstrate a high degree of respect and sensitivity for teammates, community members and stakeholders.
- Present an awareness of our communications' impact on diverse audiences, which is reflected in your thoughtful messaging and interactions with various individuals as a representative of CKUA.

**You will have:**

- A degree in marketing, advertising, business, or a related field.
- A minimum of 7-10 years' experience in marketing and communications.
- 3-5 years' experience with managing people and complex projects.
- In-depth knowledge of current digital marketing technologies and techniques.
- Exceptional analytical and strategic thinking skills.
- Superb leadership, communication, and collaboration capabilities.
- Excellent time-management and organizational skills.
- Advanced ability to drive creativity and innovation.
- Ability to work under pressure and in a fast-paced environment.
- Advanced skill and knowledge of Google and social media analytics, data analysis and report writing.
- Adobe Photoshop, Illustrator and InDesign, WordPress CM, Premiere Pro, Final Cut (or even iMovie), Canva PRO and Mailchimp. (Graphic design is an asset.)
- Proficient with Microsoft 365 Online, Teams and SharePoint.
- Assets: Arts & Culture, EDI (Equity, Diversity, and Inclusion), Media Sales, and Sponsorship, CKUA Listener.

This full-time position is based in Edmonton or Calgary and exists outside of the Collective Agreement between CKUA and IBEW Local 2228.

**Please provide your cover letter and resume in PDF format.**

Apply to [careers@ckua.com](mailto:careers@ckua.com).

**There is some urgency to fill this role to achieve our goals. We will be interviewing qualified candidates as they present themselves.**

*CKUA welcomes applications from all qualified individuals. However, we are particularly interested in and encourage applications from equity-seeking communities, including women, racialized and Indigenous persons, persons with disabilities, and persons of all sexual orientations and gender identities/expressions.*

## **About CKUA**

CKUA is a donor-supported arts organization and broadcaster that envisions a better world connected through music, arts, and culture, and stays steadfast in a mission to build and connect a global community of music, arts, and culture enthusiasts through in-person, broadcast, and online programming.

In the spirit of our journey to promote reconciliation, we honour the truth of the shared history and acknowledge that we work on Treaty 6, Treaty 7, and Treaty 8 territories.

Treaty 6 territory is the traditional gathering place for diverse Indigenous peoples, including the Cree, Blackfoot, Metis, Nakoda, Sioux, Dene, Ojibway, Saulteaux/Anishinaabe and many others whose histories, languages and cultures continue to influence our vibrant community of Amiskwaciwaskahigan also known as Edmonton.

Treaty 7 is the traditional lands of the Blackfoot Confederacy which includes the Siksika, Kainai and Pikani, the Tsuut'ina and the Stoney Nakoda nations, including the Chiniki, Bearspaw and Wesley nations. We also recognize the Metis people and the Inuit who make their home here in Mohkings'tsis, also known as Calgary.

Treaty 8 is the traditional lands and home to the Cree, Dene, Metis, and Inuit whose footsteps have tread these lands for generations in northern Alberta and around Fort McMurray or Nistawayaw "The Merging of 3 Rivers" in Cree.

The Treaty Lands were and are a promise between nations to share the land and support one another. We are all Treaty people.