



## **Marketing & Communications Coordinator (One-Year Fixed-Term Contract)**

The Aga Khan Museum connects cultures and communities through the arts. The Museum's mission is to spark wonder, curiosity, and understanding of Muslim cultures and their connection with other cultures.

The Toronto-based Museum promotes pluralism through art, storytelling, and enlightened encounters, across cultures. Using traditional and contemporary art as well as performing arts as a force for positive change, the Museum's vision is to impact lives and contribute to more inclusive and peaceful societies. The Museum acts as a global learning hub, playing a unique, pivotal role in building connections between people and communities locally, nationally, and internationally.

### **Purpose of Position**

Reporting to the Director, Marketing & Communications, the Marketing & Communications Coordinator will play a key role in supporting the department's efforts to develop, manage, and execute marketing strategies for the Aga Khan Museum. The successful candidate will be responsible for coordinating various marketing initiatives, assisting with campaign planning and execution, conducting outreach, and collaborating with internal and external stakeholders. This role requires a proactive and organized individual who can manage multiple projects simultaneously and provide cross functional support to the Marketing & Communications team. The ideal candidate thrives in a collaborative environment and can adapt to the dynamic needs of the department.

### **Key Responsibilities**

- Collaborate with the Marketing and Communications (MarCom) team to develop and execute marketing plans and tactics that help the department meet annual goals and targets.
- Assist in the creation (including copywriting and image uploading), review, and maintenance of webpages for upcoming programming.
- Coordinate marketing campaigns, including supporting digital marketing tactics, social media planning and execution, print advertising, and other media.
- Support the development of marketing collateral, such as brochures, presentations, digital signage, and website content.
- Oversee the production and distribution of marketing materials to internal and external stakeholders.
- Collaborate with internal teams and external partners to ensure consistent branding and messaging across all marketing channels.
- Engage in partner outreach for upcoming Museum programming, including local and international event listings, distributing marketing assets to relevant stakeholders, following up with partners on cross-promotional opportunities, and identifying key communities that align with Museum objectives.
- Assist in developing, executing, and reporting on market research to identify trends, visitor needs, and opportunities.
- Support monitoring and moderating of the Museum's social media accounts including, but not limited to, Twitter, Facebook, Instagram, LinkedIn, and YouTube.
- Monitor and moderate review sites (Trip Advisor, Google, etc.) and escalate issues to the MarCom team as they arise and work with the team to resolve.



- Disseminate press materials to various stakeholders.
- Work with the Marcom team to develop and promote the Museum's podcast, including bi-weekly episode uploads and external partner outreach.
- Support the Director, Marketing and Communications in preparing reports for the Board and its committees, etc.
- Stay informed on current marketing, advertising, social media, and digital trends.
- Actively engage in a minimum of one Signature Initiative (SI) team.
- Any other tasks as assigned by the line manager.

### **Qualifications & Experience**

- University degree, community college diploma or equivalent work experience related to marketing.
- 2+ years of experience in a marketing coordinator or related role.
- Self-starter and able to move projects forward, prioritize tasks, and meet deadlines.
- Knowledge of marketing and communications concepts, practices, and techniques.
- Excellent verbal and written communication skills and exceptional attention to detail.
- Highly creative with strong project management and organizational skills.
- Working knowledge of marketing platforms including Microsoft 365/Office suite, social media/social media management platforms (i.e., HootSuite), project management tools (i.e., Monday.com), media monitoring platforms (i.e., Meltwater), graphic design tools (i.e. Canva), Adobe Creative Cloud, audience research platforms (i.e., SurveyMonkey), and marketing automation platforms (i.e., Mailchimp, Prospect2).
- Strong analytical and problem-solving skills, and an ability to multi-task with minimal supervision.
- Ability to manage multiple deadlines and work well under tight timelines or with changes in priorities.
- Ability to work independently or collaboratively in a cross-functional and team-oriented environment.
- Ability to work outside of regular business hours as and when required to do so.
- Desire and ability to thrive in a fast-paced and dynamic organization.
- Excellent administrative and organizational skills.
- Inclusive and respectful of diverse populations.
- Ability and willingness to work onsite and online, as required by the Museum.
- Knowledge and passion for visual arts an asset.
- Expressed interest in the mandate of the Museum.

**The salary range for this position is \$45,000.00 - \$55,000.00.**

### **To Apply**

Please send your cover letter and resume to [akm.hr@akdn.org](mailto:akm.hr@akdn.org) by **November 8, 2024**.

The Museum thanks all those who apply, however only shortlisted candidates will be contacted. Please note that the Museum is an equal opportunity employer and is committed to fair and accessible employment practices. Upon request, suitable accommodations are available under the Accessibility for Ontarians with Disabilities Act for applicants invited to an interview.