

We are hiring: **Marketing & Design Coordinator**

This is a multi-faceted position that requires a background in graphic design - both print and digital - and an understanding of advertising, marketing and promotions coupled with good inter-personal and public communication skills.

You will be required to work both independently when needed, and in coordination with SCC or other provincial craft council team members. You will be called upon to be a spokesperson, advocate and representative for the organization to the general public and to the membership.

Flexibility and patience are assets when working with a membership of very diverse artists. Those qualities are also helpful when you are asked to step outside your usual roles and tasks, to help in other areas of the organization.

The Marketing & Design Coordinator works within a team-based environment to:

- design marketing plans and collateral materials to promote our programs, gallery exhibitions, boutique, online sales and our artist members;
- communicate with our members, industry partners, stakeholders, news media, and the general public;
- raise awareness of Saskatchewan fine craft artists and fine craft in general;
- build and promote the SCC brand identity;
- help maintain or increase revenues through development of marketing pieces to promote in-person and online sales of SCC members' works; and
- network and build community locally, provincially, nationally and internationally.

Principal duties and responsibilities include:

- designing, creating and producing print and digital materials;
- photographing exhibitions, events and products for promotional use;
- working with our social media digital content coordinator and our website/online shop coordinator to create and tailor content for our Shopify store, website, Facebook, Twitter, Instagram, etc;
- editing digital communications such as (but not restricted to) SaskCreate e-news, Talking Craft e-news, SCC news releases; and
- writing, as needed: blog posts, advertising copy, website copy, talking points.

Knowledge required:

- Certificate or diplomas in Graphic Design (or other appropriate design certificate);
- Working experience in marketing, communications, advertising, **including print and digital media** production; and
- Working knowledge of photography including product photography and digital phone photography apps.
- An interest in one or more type of craft, or an acquaintance with some Saskatchewan craft artists, is very useful.
- An understanding of the craft industry is an asset.

Skills needed:

- Organized, understands production timelines, able to prioritize and meet tight deadlines while juggling multiple jobs;
- Team player who is flexible and calm under pressure;
- Able to work quickly and efficiently with the following design software: Adobe Illustrator, Photoshop, InDesign, Acrobat Professional, Word, Excel;
- Enjoys learning new applications: Google docs, Google calendar, Slack, Dropbox, WeTransfer. AirTable, Jotform, Shopify and more;
- Able to select service suppliers, request quotes, supervise work, deal with production problems, and maintain a good rapport with suppliers; and
- Be aware of opportunities to partner and engage with other organizations or events, then facilitate.

Project and grant based work often involves in-person or teleconference meetings; design and production of print or other collateral materials; print and digital promotions; reporting; and lending a hand at events when short staffed: exhibition receptions, fine craft markets, workshops. Additional hours may be required for SCC projects.

Lastly, but not least, our efforts go towards supporting and promoting our artists. When someone sees something from the SCC they should go, “Great piece of craft! Who is the artist? How do I purchase it from SCC?” – **not** “Great graphic design. Who is the designer?”

Job specifics:

- 21 hours per week, with additional hours based on project requirements;
- Compensation is at Pay Band 5, based on \$22.38 to \$24.96 per hour (currently under negotiation with union);
- Benefits package (after three-month probation) included (health, group life and short-term disability; matching RRSP contribution);
- The position is governed by the SCC’s Collective Agreement with SGEU.

The Saskatchewan Craft Council believes that people from Indigenous, people of colour, women, disabilities and LGBTQ communities must be centred in the work we do. We strongly encourage applications from people with these identities or who are members of other underrepresented communities.

Apply via email with cover letter, samples of work and campaigns to: scc.director@sasktel.net (No phone calls please.)

APPLICATIONS OPEN UNTIL POSITION FILLED.

October 1, 2021