

**JOB POSTING: MARKETING AND DEVELOPMENT MANAGER**

Location: Leighton Art Centre, Calgary, Alberta (hybrid)

Type: Temporary Full-Time: July to September 2024

**About Leighton Art Centre:**

Leighton Art Centre is a vibrant and dynamic art gallery and museum located in the breathtaking foothills of south of Calgary, Alberta. Our mission is to inspire creativity and foster a connection between art and nature through innovative programs, exhibitions, and educational opportunities. We are seeking a passionate and experienced Marketing and Development Manager to join our team and help us achieve our mission.

**Position Overview:**

The Marketing and Development Manager is responsible for developing and implementing marketing strategies to enhance the visibility and reputation of Leighton Art Centre, while also leading fundraising initiatives to support our programs and operations. This role requires a creative and strategic thinker with a strong background in marketing, communications, and fundraising. This is a full time, temporary (3-month) position covering a medical leave.

**Key Responsibilities:**

- Develop and execute comprehensive marketing plans to promote exhibitions, events, programs, and membership growth.
- Create engaging content for various platforms, including social media, website, email newsletters, and print materials.
- Manage media relations, including writing and distributing press releases, and coordinating media coverage.
- Oversee the design and production of promotional materials, ensuring brand consistency and high-quality standards.
- Plan and implement fundraising campaigns, including annual appeals, major gifts, corporate sponsorships, and grant writing.
- Cultivate and maintain relationships with donors, sponsors, and partners.
- Organize and manage fundraising events, including planning, logistics, and follow-up.
- Collaborate with the Executive Director and Board of Directors to develop and achieve fundraising goals.
- Analyze marketing and fundraising data to evaluate effectiveness and inform future strategies.
- Manage the marketing and development budget, ensuring efficient use of resources.

**Qualifications:**

- Bachelor's degree in Marketing, Communications, Public Relations, Nonprofit Management, or a related field.
- Minimum of 3-5 years of experience in marketing and fundraising, preferably in the arts or nonprofit sector.
- Proven track record of developing and implementing successful marketing and fundraising strategies.
- Excellent written and verbal communication skills.
- Strong organizational and project management skills, with the ability to manage multiple priorities and deadlines.
- Proficiency in social media platforms, website management, and email marketing tools.
- Experience with donor management software and CRM systems is an asset.
- Creative and strategic thinker with a passion for the arts and a commitment to the mission of Leighton Art Centre.

**What We Offer:**

- A flexible, collaborative, and supportive work environment.
- Opportunities for professional development and growth.
- The chance to make a meaningful impact in the arts community.

**How to Apply:**

Interested candidates are invited to submit a cover letter and resume to [christina.cuthbertson@leightoncentre.org](mailto:christina.cuthbertson@leightoncentre.org) by June 30, 2024. Please include "Marketing and Development Manager Application" in the subject line.

Leighton Art Centre is committed to fostering an inclusive and diverse workplace. We welcome applications from all qualified individuals and encourage candidates of all backgrounds to apply.

Application Deadline: June 30, 2024

Contact Email: [christina.cuthbertson@leightoncentre.org](mailto:christina.cuthbertson@leightoncentre.org)

Website: [leightoncentre.org](http://leightoncentre.org)