



HAMILTON CONSERVATORY FOR THE ARTS

Job Posting: HCA Outreach Coordinator and Marketing Specialist

Position: Outreach Coordinator and Marketing Specialist

Type: 30 hours/week

Location: Hamilton Conservatory For The Arts, 126 James Street South, Hamilton

Application Deadline: December 15th, 2024

Start Date: January 2025

Hourly Wage: \$25-\$35

About Us:

The Hamilton Conservatory for the Arts is located at 126 James Street South in Hamilton, Ontario, Canada. Students of all ages can immerse themselves in over 100 arts programs including music, dance, visual arts, acting and more. At HCA, we pride ourselves on the quality of our programming, the professional credentials of our instructors and the wide selection of classes within each discipline which our customers can choose from. We offer dance classes in ballet, jazz, modern dance, hip hop and creative movement.

Our Mission: To attune the soul to the arts of music, dance, theatre, and visual arts. To honour the traditions of those arts while preserving and nurturing individual imagination. To create an environment where artistic instincts are encouraged, where artistic products of quality are displayed, and where the arts are a vehicle to stimulate personal growth.

Job Description:

The Outreach Coordinator will be responsible for developing and implementing outreach strategies that promote our programs and events, engage community members, and build partnerships with local organizations. This role requires a blend of creativity, communication skills, and a passion for the arts. Simultaneously, you'll use your marketing skills to craft compelling campaigns that not only capture attention but also drive measurable results. This role requires regular on-site presence to support collaboration, though we are open to discussing flexible arrangements when possible.

Key Responsibilities:

- Develop and execute outreach plans to promote programs in music, dance, and visual arts
- Create and foster new partnerships leading to sponsorships and donation opportunities
- Build and maintain relationships with community organizations, schools, and partners
- Organize and facilitate community events, workshops, and performances
- Develop and manage stewardship and recognition opportunities for partners
- Collect and analyze feedback from outreach initiatives to improve future programs
- Represent the organization at community events and meetings

- Develop and implement marketing strategies that effectively promote programming in print and on digital platforms (Meta Ads, Google Ads)
- Maintain an up-to-date marketing calendar to support the timely execution of marketing campaigns
- Analyze and report on marketing performance metrics
- Support communications to create promotional materials and online content
- Communicate with designer to prepare marketing materials for print and digital dissemination
- Build and maintain relationships with media outlets and local arts organizations

Qualifications:

- Bachelor's degree in Arts Administration, Community Engagement, or related field preferred.
- Experience in outreach, community engagement, or arts programming.
- Strong communication and interpersonal skills.
- Ability to work independently and collaboratively in a team environment.
- Proficiency in social media and digital marketing.
- Passion for the arts and community development.
- Proficiency in the use of software including Microsoft Office Suite (Word, Excel), Google Drive, Canva

How to Apply:

Interested candidates should submit a resume and a cover letter detailing their relevant experience and passion for the arts to alice@hcartarts.ca. Please include "Outreach Coordinator Application" in the subject line.

Join us in making the arts accessible to all and enriching our community through creative expression!

As part of our commitment to access and equity, we strive to represent the diverse communities that we serve. We are an equal opportunity employer and welcome applications from individuals who are Indigenous, immigrant, LGBTQA 2S+; persons with disabilities; women, non-binary, and individuals from racialized communities and other equity-seeking groups are encouraged to apply.

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