

## **Marketing Lead**

Reporting to and working collaboratively with the Executive Director (ED) of the Chester Art Centre (CAC), the Marketing Lead (ML) will maintain the public face and voice of the CAC. A catalyst for building community engagement, you will promote the CAC and invite participation. The role of ML is one of kind and efficient running of public relations including website design and maintenance, graphic design, and all other marketing and communication tools (social media, press, etc). In these areas the Programming Lead, Board Committees and Volunteers of the CAC will support you to deliver results.

### **Key Responsibilities include:**

#### **Operations**

1. Support the day to day operations and facility of the CAC
2. Promote a culture that reflects CAC's values, mission and vision
4. Foster existing and build new relationships with artists, members, visitors, Board members and staff
5. Continue to broaden the connection to community while maintaining and supporting the vision of the CAC.

#### **Graphic Design and Digital**

1. Prepare promotional materials in keeping with the vision of, and leveraging the history of the Centre.
2. Maintain website including both day to day updates and larger improvements as required.
3. Maintain all other digital and social platforms and initiate new streams of digital connection to increase engagement with the Centre as required.

#### **Communications, Marketing and Public Relations**

4. Act as a programming liaison between the CAC and other community organizations.
5. Prepare press releases and newsletters regularly to broaden the reach of the CAC and better support the artists we are representing.
6. Ensure the quality and development of communication tools and messaging, monitor for effectiveness and suggest improvements to the various communication tools used by the CAC.