

HEAD OF COMMUNICATIONS JOB POSTING

Employment Type: Full-time

THE BATA SHOE MUSEUM TORONTO

With an international collection of close to 15,000 shoes and related artifacts, the Bata Shoe Museum (BSM) celebrates 4,500 years of footwear history in four distinctive galleries. In addition to our popular semi-permanent exhibition, *All About Shoes*, the Museum has three galleries for changing exhibitions, ensuring that each visit to the museum offers a new experience. Currently on view are *Dolls: Fashioning Cultural Expectations*; *The Great Divide: Footwear in the Age of Enlightenment* and *Future Now: Virtual Sneakers to Cutting-Edge Kicks*. Through the creation of its innovative exhibitions, the BSM strives to enlighten and entertain visitors of all ages. Further information on the museum is available at www.batashoemuseum.ca or @batashoemuseum.

1) THE ROLE

The Bata Shoe Museum seeks an experienced and dynamic Head of Communications and Marketing to join the leadership team. The ideal candidate will be a clear, inclusive and highly skilled communicator. The Head of Communications will also be an innovative and strategic thinker who can bring to life a comprehensive communications and outreach strategy that builds awareness about the Museum with both local and international audiences driving visitorship and media engagement with the Museum. The Head of Communications and Marketing will oversee all of the Museum's print, digital and video communications, developing compelling storylines and key brand-identity materials to describe the mission and purpose of the Museum and promote the wide arrange of exhibitions, programs and activities offered by the Museum. The Head of Communications and Marketing will work closely with Development to garner sponsorship and apply for grants. The position reports to the Director and works closely with all Museum staff.

Key Responsibilities

- Create and oversee a robust communications and branding plans for the Bata Shoe Museum that uses multiple platforms, including print, broadcast, social media and the web
- Work closely with the Education, Development, Friends Program and Curatorial departments to develop materials that clearly promote Museum activities; ensure messaging is consistent and mutually supportive.
- Either come with, or be enthusiastic to develop, close relations with key media outlets, including local, national, print, broadcast and online, to garner press and to effectively place advertising and promotions.
- Look for opportunities to partner with other organizations whose interests overlap with the Bata Shoe Museum's to connect the Museum to new audiences.
- With the Director and Deputy Director, craft and oversee a marketing and communications budget that meets the strategic goals of the Museum.
- Work with organizations such as Tourism Toronto to encourage/welcome media from domestic and international markets
- Work with Development on sponsorship and granting opportunities.
- Lead a small team consisting of a Marketing & Social Media Manager and Website & Graphic Designer. Manage outside consultants hired on a project-by-project basis.

2) REPORTING

The Head of Communications will report to the Director & Senior Curator.

3) HOURS

Hours are 9am-5pm, Monday to Friday. During the ongoing COVID pandemic, the candidate may be asked to work remotely.

4) COMPENSATION

Salary \$70,000 - \$75,000 plus benefits. Negotiable

5) CANDIDATE SPECIFICATION

Key Qualifications and Skillsets

- Excellent communicator with strong writing skills
- Demonstrated ability to both create messaging around, and respond thoughtfully to, culturally sensitive topics
- Strong leadership skills
- Excellent ability to work collaboratively
- Enthusiasm for the work that the Museum does
- Commitment to Diversity and Inclusion initiatives in all Museum messaging
- Strong strategic thinking and leadership skills; able make sound decisions under tight deadlines.
- Strong copy-editing skills.
- Comfortable across all communication platforms.
- Experience with content management systems (ex. Falcon.io, Meltwater, Sprout Social); working knowledge of HTML & CSS, Adobe Creative Suite (ex. Photoshop, Illustrator, InDesign, Premiere Pro, and Acrobat). Proficiency in MS Word, Excel, PowerPoint.
- Engage and partner w external organizations and service providers.

Education and Experience:

- Bachelor's Degree (MA preferred) in English, Journalism, Communications, Marketing or a related field, or equivalent professional experience.
- Minimum 5+ years of successful communications/marketing leadership responsibility in a cultural or not-for-profit institution. Experience in public relations, journalism, editing, or similar activities.

Desirable but Non-Essential Attributes Include:

- Experience working in a small organization
- Familiarity with the non-for-profit sector, arts and culture museum collections
- Knowledge of diversity and inclusion principles and how they relate to museums

Interested candidates should send a cover letter and resume to Interim Deputy Director of Administration Linda Chow at linda@batashoemuseum.ca.



Deadline for applications is 5:00 pm on **Friday September 16, 2022**. We would like to thank all applicants, however, please note that only those selected to attend an interview will be contacted.

The Bata Shoe Museum is proud to be an equal opportunity employer. We celebrate diversity and we remain committed to creating an inclusive environment for all employees. We select applicants based on their skills, knowledge and commitment. We also recognize that candidates may request accommodations in order to participate to the best of their abilities. As per provincial and national human rights guidelines, reasonable workplace accommodations and adjustments will be granted