



## The Cultural District

### **JOB POSTING: Cultural District Marketing Specialist**

Cultural District Renaissance Society of Alberta & Calgary Arts Development Authority

#### **BACKGROUND**

Calgary's Cultural District (CD) is one of Downtown's most distinctive places. In the blocks near Olympic Plaza, you'll find one of the highest concentrations of arts and cultural sites of any area of its size in Canada, enhanced by the Stephen Avenue National Historic District, major hotels, attractions, City Hall, 59 restaurants and bars, parks and one-of-a-kind shopping. There's more to do after hours in this neighbourhood than anywhere else in Calgary.

The Cultural District has formed a non-profit Society (legally, the Cultural District Renaissance Society of Alberta), a coalition of neighbours in the blocks between 6<sup>th</sup> and 9<sup>th</sup> Avenues, 1 St SW and 3 St SE. In 2007, we launched the Cultural District Strategy in conjunction with Calgary's Centre City Plan (see [www.culturaldistrict.ca](http://www.culturaldistrict.ca) to read the Manifesto and Idea Bank). Our collective vision is to make this area - Calgary's premier arts and culture precinct - one of the best-loved urban destinations in the country.

The Cultural District is considered the voice of the community and a hub of collective action, representing everyone in the neighbourhood from residents and property owners to businesses and arts presenters. Our focus is on place-making. We take direct responsibility for the *collective* good by focusing on destination marketing, cultural tourism, setting and measuring standards of success for the district as a whole and celebrating everyone's successes. It is our job to promote the Cultural District as one of Calgary's most special places, and over time, to implement or act as advocates for the transformative projects that will make it more browsable, bustling and beautiful.

*At this time, the Cultural District welcomes applications for the following full time position:*

#### **CULTURAL DISTRICT MARKETING SPECIALIST**

The Cultural District Marketing Specialist is a full-time employee of Calgary Arts Development Authority (CADA) under a service agreement with the Cultural District Renaissance Society (CDRS). The CD Marketing Specialist, with a joint CADA/Cultural District business card, will work as part of the CADA team with a sole focus on executing the deliverables of the Cultural District marketing plan (in progress) and branding plans (to be developed). This individual will have full access to all the resources, networks and contacts of both CADA and the CDRS. Strategic direction on the Marketing Specialist's deliverables and objectives will come from the CDRS Board. The Cultural District Marketing Specialist will work under the daily direction and supervision of CADA's Director of Marketing and Communications, and will report to the CDRS Board on a quarterly basis (or as needed) on progress and achievements.

#### **Responsibilities**

The Marketing Specialist will be the primary "go to" person for the Cultural District. Working in support of Cultural District members and for the benefit of visitors to the district, the Cultural District Marketing Specialist is responsible for service in two core areas:

- a. Member and Partner Relations
- b. Marketing, Communications, Branding
  - i. Destination marketing for the Cultural District

### **Cultural District Renaissance Society of Alberta**

205-8<sup>th</sup> Ave SE, Calgary AB, T2G 0K9 Ph: (403)294-7455 ext 1465, Fax: (403)294-7457

in partnership with



- ii. Cultural District branding – First Thursdays, Arts & Dining Guide, CulturalDistrict.ca website, district identification elements, implementation of the new branding plan, and more as new ideas are developed.
- iii. Measures of success, statistics, research.
- iv. Other related initiatives as they arise.

### **Qualifications**

- The successful candidate will have post-secondary training and at least three years experience in marketing. Special consideration will be given to candidates with experience related to destination marketing and branding of urban districts and/or arts marketing.
- We are looking for an “urbanista” – someone who understands how good cities work, and who cares deeply about Calgary’s downtown.
- As the Cultural District is Calgary’s premier arts precinct, the successful candidate will have an active involvement in and knowledge of the arts, particularly Calgary’s current arts scene.
- You must be a highly effective communicator and a proven builder of relationships, as you will represent a diverse and creative community. Creative and strategic thinking and planning skills are desirable assets.
- We expect applicants to read the Cultural District Strategy and Idea Bank (on [www.culturaldistrict.ca](http://www.culturaldistrict.ca)) before being interviewed and to have a good understanding of the overall vision for the district.
- Proficiency with Microsoft Office and In Design (or other design software) is beneficial.

### **Remuneration**

The salary for this position will be commensurate with experience. The term will be one year, renewable.

### **How to Apply**

If you meet these qualifications, please submit your application by email, to be received no later than midnight on Monday, April 13, 2009. Please include a letter of interest (including why we’d be interested in you - no more than 2 pages), current resume and the names and contact information for three references to:

Erica Mattson, Director of Marketing & Communications  
Calgary Arts Development  
E-mail: [jointheteam@calgaryartsdevelopment.com](mailto:jointheteam@calgaryartsdevelopment.com)

Send any questions prior to the deadline to the same email address.

Deadline for applications: Monday April 13, 2009  
Interviews: Wednesday, April 15 to Monday April 19, 2009  
Start date: Monday May 4, or earlier if possible

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