

Bateman Foundation



CONNECT IN NATURE.
INSPIRE OUR WORLD.

Do you want to be part of a team that is helping to connect people to nature through the lens of art?

The Bateman Foundation is seeking an experienced Marketing & Communications professional for the position of Marketing & Communications Officer. Joining a dynamic and passionate team, the Marketing & Communications Officer is accountable for the development and implementation of the strategic marketing and communications plan, public relations, and all internal and external communications materials and tools that support the critical work of the Bateman Foundation.

Reporting to the Head of Advancement, the Marketing & Communications Officer is responsible for the development of an annual marketing and communications plan that will further the positive reputation of the Bateman Foundation across Canada. Providing strategic communications advice, managing all public relations activities, supporting three core departments within the Foundation, building relationships with key stakeholders, and producing communications materials to support fundraising activities, programs, exhibits and online sales, the Marketing & Communications Officer is responsible for a wide variety of projects and plays a critical role on the Advancement Team.

The Foundation is looking for someone who is a team player and self-starter, has keen attention to detail and accomplishes a high-volume of tasks quickly and efficiently, with limited resources. You should work with others easily, always seeking the best way to get a job done while supporting your colleagues to also do their best. You are reliable, creative and interested in exploring your career to its fullest potential. You regularly engage in professional development opportunities that improve your knowledge of the job and help the Foundation to grow its marketing and communications presence in the community and throughout Canada. Our ideal candidate is a compelling storyteller who can invoke emotion with intention, creating meaningful calls to action.

Key Responsibilities Include:

- Develops and executes our external and internal communications plan to support the vision and mission of the Bateman Foundation;
- Manages and develops communications initiatives to support national campaigns for fundraising, programs and online retail sales;

- Responsible for the creation and dissemination of messaging to media and print stakeholders;
- Responsible for the management of relationships with local media and print stakeholders;
- Proactively develops and distributes regular press releases and marketing materials that increase media coverage;
- Responsible for developing all print marketing materials;
- Supports all of the departments within the Foundation to drive sales, secure donations, fill class registrations and promote the Gallery of Nature;
- Manages all aspects of social media, including content development and advertising;
- Evaluates and reports on traditional and social media strategies and campaigns;
- Manages the production of the monthly E-Newsletters;
- Writes and edits communications materials as required.

Essential position functions include:

- Ability to work independently and as part of a small but mighty team;
- Strong computer skills;
- Proficient knowledge and experience with MS Office Suite, Adobe Creative Suite, E-mail Marketing platforms, and WordPress;
- Solid understanding of evolving social media platforms;
- Able to champion and develop innovative concepts to effect change;
- Experience designing and developing high-quality content and marketing materials with accuracy and detail;
- Strong written/verbal communication, time management, organizational and analytical skills required;
- Non-profit experience helpful. A desire to work for a non-profit a huge plus;
- Strong interpersonal skills, including active listening, empathy, and ability to work effectively on teams;
- Ability to juggle multiple tasks and meet moving deadlines with strong time management skills;
- Group sales experience not required but an added bonus.

If this sounds like you then we would like to receive your cover letter and resume! At the Bateman Foundation you will enjoy a competitive salary and a successful, highly productive, entrepreneurial office that cares deeply about our cause, our donors and volunteers. Please submit a detailed resume and cover letter outlining your qualifications and experience by 4:00 p.m. Wednesday April 24th, 2019.

Tiffany McFadyen, Head of Advancement
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About the Foundation:

The Bateman Foundation, a national public charity founded in 2012 by world renowned Canadian artist and naturalist, Robert Bateman, was created to inspire Canadians to develop a long-lasting relationship with nature through the lens of art, and is currently one of the only non-profits in Canada primarily using artwork to promote a connection to the environment. Through the Robert Bateman Centre, educational programs, exhibits, community collaborations, and retail operations, we inspire a generation of people to have a deep relationship to nature. To learn more visit www.batemancentre.org.