



## **Button Factory Arts**

25 Regina St. S. Waterloo, ON N2J 1R8

519-886-4577    [buttonfactoryarts.ca](http://buttonfactoryarts.ca)

# Call for Part-Time Communications Manager

**Deadline : May 19, 2025**

Button Factory Arts Centre is a registered charity with a mandate to enliven Waterloo Region by being an inclusive hub that inspires and facilitates artistic exploration and creativity. Button Factory Arts Centre is currently seeking a dynamic individual for our Communications Manager. This is a Part-Time position, 25 hours per week, Monday to Friday, 10 am to 3 pm. Hours outside of these times may be required for special events (i.e. Lumen) and other occasions, in exchange for time in lieu. Pay is \$24 per hour, 4% vacation pay.

Founded in 1994, Button Factory Arts is a non-profit organization, educational facility, gallery and gift shop, studio space, and performance venue dedicated to offering arts education and promoting engagement with the arts in our community. Our programs support art forms that foster and support the full cycle of artist from beginner to professional, and artistic practice through education, support, and exhibition.

### **Position Summary:**

The Communications Manager plays a key role in shaping and promoting the public image the Button Factory Arts Centre. This position is responsible for developing and implementing communications strategies that engage audiences, increase visibility, and support the centre's mission and programming, as well as day-to-day customer relations including administrative duties.

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### **Key Responsibilities:**

- Develop and implement a comprehensive communications plan aligned with the centre's vision and goals.
- Collaborate with leadership and programming staff to craft compelling narratives around programs and initiatives.
- Build and maintain strong relationships with local arts network contacts.
- Write and distribute newsletters, media content, web material press releases, and announcements.
- Oversee all digital channels including website, social media (Instagram, Facebook, X/Twitter, LinkedIn), and newsletters.

Create engaging content (copy, visuals, video) that reflects the tone and aesthetic of the



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centre.

- Monitor analytics and optimize content strategy accordingly.
- Plan and execute marketing campaigns for exhibitions, events, and initiatives.
- Manage advertising and promotional partnerships.
- Develop printed materials (brochures, programs, exhibition texts) including graphic design work with templates.
- Assist with board reports, funding proposals, and stakeholder updates.
- Ensure brand consistency across all platforms and communications.
- Act as a guardian of the centre's visual identity and tone of voice.

At times, the Executive Director may assign other tasks. All staff must recognize that BFAC is a small team and allow flexibility to assist other staff to ensure deadlines and special projects' requirements are met.

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### **Qualifications:**

- Bachelor's degree in Communications, Marketing, Arts Administration, or related field.
- experience in a communications role, preferably in the arts or non-profit sector.
- Strong writing, editing, and storytelling skills.
- Proficiency with digital tools (Microsoft Office, Google Workspace, CMS, email marketing platforms, social media scheduling tools, Canva and Wix is a plus).
- Passion for art and community programming.
- Excellent organizational and project management skills.
- Excellent customer relations skills
- A satisfactory Police Records Check is a requirement for this position.

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### **Preferred Skills:**

- Photography/videography skills or familiarity with creative production.
- Graphic design skills



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- Knowledge of the local arts community and media landscape.
  - Smart Serve Certification is an asset.
  - First aid training is an asset.
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### **Statement On Equity**

Button Factory Arts welcomes and encourages people from marginalized communities and intersecting identities to apply. This includes Black people, racialized/people of colour, women, LGBTQ-identified persons, non-binary and non-conforming people, members of ethnic minorities, immigrants, and persons with disabilities.

### **Application Deadline**

If you would like to learn more, please send a letter of introduction and a resume to: [ed@buttonfactoryarts.ca](mailto:ed@buttonfactoryarts.ca) by May 19, 2025. Only applicants that will be interviewed will be contacted