



Centre Canadien d'Architecture / Canadian Centre for Architecture

POSITION TO FILL

Job Identification

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| Job title: | Associate Director, Digital and Outreach |
| Division: | Digital and Outreach |
| Supervisor: | Director |
| Status: | Contractual (3 years), full time (35h/week) |
| Posting period: | 12 March to 11 April 2021 |
| Job entry: | May 2021 |

Summary of CCA

The Canadian Centre for Architecture (CCA) is an international research centre and museum founded on the conviction that architecture is a public concern. Responsive to the changing cultural context of our time and based on its extensive collection, exhibitions, programs, and research activities, the CCA is a leading voice in advancing knowledge, promoting public understanding, and provoking new ideas and debate on architecture, its history, theory, practice and role in society today.

The CCA's projects are both international and local in scope comprising interdisciplinary research, exhibitions, paper and online publications, seminars, colloquia and special events, all of which enable the development of new lines of investigation and discourse, promote the study of architectural and urban culture and stimulate active engagement surrounding contemporary issues and debate across a wider public. Linking advanced research with public engagement in architecture, the CCA encourages architects, students, scholars, and other professionals to pursue projects through collaborative inquiry that traverses different times, spaces, and media.

The Digital and Outreach division at CCA plays a central role in advancing the institutions' digital culture in its broadest scope, ranging from the use of digital tools and medium to communicate CCA voice, and engage public in content and resources; to the production of new digital outputs as content support; to shaping the character of CCA brand both digital and analog.

Job summary

The Associate Director, Digital and Outreach, leads the digital strategies at CCA with the collaboration of the Curatorial team and supported by Information Systems team, shapes the way in which the institution reaches and engages its audience via digital platforms.



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Reporting to the Director and as a member of the Management Team, s/he supervises the digital media (new media) department, the engagement and social media, the web development and digital products and the institutional communication teams that support the production and dissemination of digital content for the institution, its new media strategy, communication and press relationships.

Through a collaborative process across all divisions of the CCA and specifically with the Chief Curator (responsible for Collection, Programs, Publications and Research), the Associate Director, Digital and Outreach constantly defines a renewed creative digital culture that aligns with the institution's digital strategy. In dialogue with Management s/he is responsible for communicating and applying this renewed digital culture and orientation for the CCA by bringing modern digital capabilities and best-practices and a rapid digital development and change cycle mindset to the institution.

The responsibilities of this job include the strategic fulfillment of digital content and formats for the international, national and local communication of the CCA image, mission, and vision. S/he has the responsibility of determining strategies to communicate information to promote CCA visibility and understanding to a wide range of audiences in collaboration with the International Press and Public Relations.

The Associate Director, Digital and Outreach must be motivated to continuously push the limits of digital progress and projects, while maintaining a good understanding of logistical and financial parameters of the institution. S/he needs to consider near term effects as much as long term strategy.

Key responsibilities

Digital and Communication Strategy

- Works with management to establish, implement and direct a strategy for the CCA's digital orientation in ways that connect all activities and departments of the institution, and support the mission and vision of the CCA
- Develops long-term strategies for the effective implementation of institutional renewed communication and audience or public outreach orientation, including project management, policies, budgets, action plans and schedules
- Strategizes, experiments and oversees new digital experiences and products, from videos to documentaries, from podcast to web at large, in dialogue with curatorial colleagues
- Keeps abreast of the latest digital developments; exploits technologies, platforms and methodologies to further the CCA's reach and engagement



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- Provides comprehensive dashboards to monitor digital advancements and generates management reports including analytics, online presence, etc., accompanied by thorough analysis, recommendations and future directions

Online Presence and Cultivation Strategies

- Establishes and oversees a strategic approach for communication of CCA content and voice via print and digital channels, and decides on the strategic approach for the use of social media to effectively engage with the CCA's global audience and promotes user-friendly digital access for the CCA
- Leads and designs a solid and coherent strategy of dynamic relations with local, national and international media and press. Collaborates with the International Press and Public Relations for key international press relationships and to assure visibility of the institution
- Elaborates with the Director and Chief Curator the strategic development of long and short-term public relations plans to deploy print and online communications that target international audiences, press, and media contacts
- Reviews, refines and develops the CCA's online presence to develop new ways to assimilate content online and deliver compelling digital engagement with the CCA's online audience
- Contributes to the conceptual evolution of the website and supervises its update and development working closely with Publications
- Establishes and implements the digital strategy (photography, digital preservation, metadata logic and digitation) of the CCA collection and new media
- Manages content and design/production of institutional ephemera in print as well as web-based media placement to announce and promote exhibitions, programs, and events of various kinds, including internal CCA affairs and events transpiring at extramural locations
- Develops and implements in collaboration with the Associate Director, People and Culture internal communication strategies to inform and engage all staff members, and to create meaningful impact on employee experience and institutional culture
- Ensures networking with institutional partners to achieve coordinated actions relating to collaborative operations

Management and Supervision

- Directs the staff in the Digital and Outreach division, which includes digital media (new media) department, the engagement and social media, the web development and digital products and the institutional communication teams
- Provides together with Information Systems leadership in all departments of the CCA to enable modern digital capabilities and best practices



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- Manages the annual budget for the Digital and Outreach division and its activities, and participates in long-term budget planning and operational budget revisions
- Provides framework for overall institutional analytics and analytics reports, makes recommendations and implements the changes
- Defines a set of digital competencies and facilitates effective digital skills across the CCA in collaboration with People and Culture and Information Systems
- Develops staff competencies to ensure successful delivery of digital projects

Required qualifications

- Education: Bachelor's degree in digital media, technology, marketing or communications-related field
- Number of years of relevant experience: 5+ years working in a leadership capacity with digital systems in a museum, cultural heritage, educational or non-profit environment
- Excellent knowledge of spoken and written French and English
- Strong communication skills, with the ability to communicate complex technical matters in a clear and concise manner for other non-technical stakeholders and colleagues
- Excellent understanding of a large variety of communication tools as well as social media and how it integrates with other communications
- Good working knowledge of web analytics tools
- Proven track record of successfully managing an organization's overall digital presence, including digital content projects, across multiple platforms and for a variety of audiences (in a cultural field is an asset)
- Evidence of strong project and budget management skills
- Highly effective organizational and planning skills and the ability to remain calm and focused while working under pressure
- Proven management style which demonstrates capacity to collaborate successfully as part of a multi-disciplinary team
- Interest in and commitment to the work of the CCA
- Knowledge of architecture and related fields is a definite asset

Please submit your application (resume and cover letter, in English or French) by email to rh@cca.qc.ca to the attention of People and Culture division of Canadian Centre for Architecture, 1920 rue Baile, Montreal (Quebec) H3H 2S6. **The application deadline is 11 April 2021.** Only successful applicants will be contacted. Please do not call.

The CCA is an equal opportunity employer and encourages diversity. The CCA invites anyone with the qualifications listed in the job posting to apply.

For all CCA existing job opportunities, visit our [website](#).