



Centre Canadien d'Architecture / Canadian Centre for Architecture

Position to fill

Job identification

Job title:	Digital Engagement Manager
Division:	Digital and Outreach
Immediate superior:	Associate Director, Digital and Outreach
Status:	Permanent, full time (35 hours/week)
Posting period:	14 December 2021 to 4 January 2022
Job entry:	Beginning of 2022

About the CCA

Strengthened by its extensive Collection (archives, prints & drawings, photography and new media, library holdings) and based on its exhibitions, programs, and research opportunities, the Canadian Centre for Architecture (CCA) is a leading voice in advancing knowledge, promoting public understanding, and widening the debate on architecture and its history, theory, practice, and role in society today.

The Digital and Outreach Division plays a central role in the growth of the institution's digital culture, understood in the broadest sense. This includes both the use of digital tools and media to communicate the CCA's voice and engage audiences with content and resources, as well as the production of new digital work as a medium for content. It also includes work on defining the character of the CCA brand, both digital and analogue.

Job summary

The responsibilities of this job include the development, implementation and management of the CCA's digital engagement initiatives, strategically aligned with all forms of online traffic-driving activity. The incumbent will work closely with the Curatorial teams to implement tactical plans and data-led online campaigns, to convey curatorial thinking and ideas, grow the CCA's audience, and increase engagement, loyalty, attendance and awareness. She/he will be expected to be an influential voice for best practice in digital engagement and social media practices, with the innate ability to inspire, build momentum and get things done collaboratively, across divisions.

Key responsibilities

Digital engagement strategy

- Contributes to the content strategy for all digital marketing and social media activities
- Develops intimate knowledge of the CCA's target audiences, including industry influencers, tone and positioning, as well as current lines of investigation, in order to contribute to the creation of a strong social media presence, both for curatorial and institutional projects
- Develops, implements and updates the digital engagement strategy for digital campaigns and social media activities
- Proactively invests in understanding the CCA's target audiences; what they're interested in, what they're talking about and what channels they use when it comes to social media
- Ensures a data-driven approach to digital communications that is challenging, effective and actionable, as well as best practice in terms of analysing and understanding online audiences
- Analyses data from digital platforms, updates internal dashboards and produces qualitative reports that track and manage initiatives to provide insights into audience behaviours and optimise future tactics



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Digital engagement management

- Manages content posting and strategically interacts with communities across all social media platforms; quickly identifies trends and opportunities for the CCA to participate in various conversations and/or insert brand image
- Leads the creative ideation and delivery of social media content, including budget, timeline and scope of requirements; liaises and collaborates with the Production Manager, Digital Content on the production of assets and related deliverables
- Liaises and collaborates with the divisions involved in the implementation of the strategy - plans the social media calendar, coordinates production, timelines, budgets and external services
- Employs the digital 'voice' of the CCA, writing publications using the distinctive CCA tone and using a variety of storytelling tactics to tell critical and carefully crafted stories that complement and amplify the editorial content
- Across all platforms and channels, develops a consistent and radical visual identity, uses the CCA's tone in a coherent and articulated way, and helps create new opportunities for research and conversation
- Working with the Management team, supports crisis response and related initiatives; develops social media response strategy and executes accordingly, and creates and maintains all social media crisis plans and protocols
- In collaboration with the CCA's copyright officer, ensures that content and delivery is within the CCA's rights management guidelines

Amplification and promotion

- Works with the Curatorial team and other stakeholders to develop project-based social media plans, in alignment with the CCA's overarching digital engagement strategy and institutional priorities, and to create synergies with other key projects
- In conjunction with the Digital Product Manager and other internal stakeholders, develops and implements campaigns to grow the CCA's online audiences across all channels
- Builds strategic partnerships with institutions, platforms and other third-party organisations within the CCA's network to seize engagement opportunities and increase overall influence

Administrative management

- Helps develop and update contractual and administrative documents for digital campaigns and social media activities, in conjunction with the Associate Director, Digital and Outreach and the Administrative Coordinator, Digital and Outreach
- Working with the Administrative Coordinator, Digital and Outreach, produces and maintains a series of tools and documentation (i.e. knowledge assets) related to digital engagement activities, including agreement and budget templates, guidelines and policies, workflows, and reports

Required qualifications

- Education: University degree in communications, public relations, journalism or with a background in architecture or equivalent work experience
- Number of years of relevant work experience: 3 to 5 years of experience in social media management, in ad traffic networks and digital marketing campaigns management with a proven track record of success — ideal experience includes working for a cultural institution with an international outreach and/or in architecture
- Excellent knowledge of spoken and written French and English, with experience in writing and editing copy for social media



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- Knowledge of other languages, an asset
- Knowledge of the museum and academic environments, particularly in the architectural, art and journalistic sectors
- Significant experience of managing social media channels and activities, with an understanding of editorial and technical considerations
- Ability to efficiently manage multiple projects simultaneously
- Google Analytics certifications an asset
- Knowledge of performance measurement tools across social platforms
- Excellent communication, time management, diplomacy, problem-solving and organizational consciousness
- Very good knowledge of MS Office and project management tools
- Photoshop, Illustrator, InDesign, an asset
- Thoroughness and attention to detail
- Proven capacity to work collaboratively
- Flexibility to work in a multicultural international environment

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 4 January 2022.** Only successful applicants will be contacted. Please do not call.

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

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