



**Job Title:** Director of Communications  
**Department:** Marketing and Communications  
**Reports To:** General Manager  
**Job Type:** Full time permanent, Salary

### **Summary**

ASM Global, the leader in privately managed public assembly facilities, is seeking a Director of Communications. This role is a key part of the Avenir Centre management team, providing support to colleagues and ensuring a positive voice for the Avenir Centre in the community. The Director of Communications is responsible for developing and implementing the annual facility marketing and communications plans as well as marketing, public relations, and promotional plans for various events at the facility.

### **Essential Duties and Responsibilities**

Include the following. Other duties may be assigned.

- Develops and implements annual facility marketing and communication plan,
- Maintains website, internal and external message boards, and various social media platforms.
- Communicates and handle all media requests.
- Oversees and executes show announces.
- Creates, directs, and implements ideas to increase fan experience.
- Consults with event promoters to develop and implement marketing, public relations, and promotional campaigns for certain events at the facility.
- Develops and administers public relations campaigns for the facility and certain events.
- Performs as part of facility executive management team which includes event management duties outside regular business hours.

### **Essential Duties and Responsibilities**

- Liaises with ticketing manager for release of show announcements, coordination of tickets for media/promotional use, execution of event email blasts through our ticket provider and from time to time, group ticket sales activities.
- Handles event day media and pre-event media requests with various show promoters.
- Sits on various boards and advisory groups where applicable while liaising with various community and strategic partners.
- Creates and executes public relations activities including press releases, press conferences, etc.

### **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## Education and/or Experience

- Bachelor's degree or equivalent from a three- or four-year university/college in Marketing, Public Relations or Journalism preferred.
- Minimum of 3 years previous experience/internship in Marketing, Public Relations, Journalism, or related industry experience (i.e., advertising agency, radio/television) required.
- A strong combination of the various education/experience will also be considered.

## Skills and Abilities

- Must be fluent in French and English (verbal & written).
- Excellent written and verbal communication skills, organizational ability, and interpersonal skills.
- Basic understanding of demographics and media buying ability.
- Requires flexible schedule to cover events (evenings and weekends as required).
- Knowledge of database software, spreadsheets, graphics, and word processing software.

## Computer Skills

To perform this job successfully, an individual should have experience working with Microsoft Office programs such as Outlook, Word, and Excel.

## Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Specific physical demands for this job include close vision, climb stairs, walk long distances to access all seating areas, sit or stand for long periods of time.

## Other Requirements

Due to the nature of our business the candidates may need to be able to work flexible hours as dictated by the event schedule, this could include evenings, weekends, and holidays.

**PLEASE NOTE:** All successful candidates will be required to successfully complete a background check, which may include criminal, credit, credential and reference check.

## TO APPLY

**Please send resume with salary requirements to:**

Dave Saldanha  
General Manager  
[dsaldanha@avenircentre.com](mailto:dsaldanha@avenircentre.com)

Please ensure the subject line reads: ***Director of Communications***

Only successful applicants will be contacted.