

## **CSDA/CCAD Newsletter Editor (Paid Position)**

### **About the CSDA**

Canadian Society of Decorative Arts /Cercle canadien des arts décoratifs is a non-profit charitable arts organization, incorporated in 1981. The CSDA/CCAD defines the decorative arts as creative works, often of a practical or useful nature, produced by an artist, craftsman or amateur, which have intrinsic aesthetic and/or historical value. These arts include interior design, furniture and furnishings, ceramics, glass, metalwork, graphics, textiles, theatre arts, together with aspects of architecture, industrial and landscape design.

Learn from and be inspired by the ingenuity, and artistic grace of the diverse field of material culture. You will engage with objects that range from the eccentric to the magnificent, as well as creations that have become elevated to cultural icons.

### **About the Role**

CSDA/CCAD currently publishes a quarterly online newsletter that reaches more than 850 readers. We are seeking a creative editor to build on our current content and to produce a polished and engaging communiqué focused on material culture and the decorative arts. The successful candidate will be responsible for development of content, design and editing while creating and executing a plan to expand our email offerings and our subscriber base.

### **Responsibilities:**

- Generate original ideas for the CSDA/CCAD quarterly electronic newsletter
- Set deadlines for content submission, review and distribution:  
March, June, September and November
- Increase subscribership through engaging material
- Liaise with artists, designers, scholars and crafts makers
- Strengthen email participation using Mailchimp
- Gather and process marketing metrics based on email performance analytics
- Identify and target new subscribers associated with art-based communities and beyond
- Monthly participation in CSDA/CCAD Communications Committee meetings
- Collaborate with committee members to produce content through idea sharing

### **Skills & Qualifications:**

- Minimum of two years experience with copywriting and/or content marketing
- Have knowledge of and interest in decorative arts, material culture, and fine art history
- Experience working with email marketing platforms like MailChimp
- Experience with Google Analytics, Google Optimize (or other split testing tools), HTML

The ideal candidate will be highly organized, detail-oriented, and self-motivated, working autonomously, and remotely from their home office, and be in regular contact with designated

CSDA/CCAD Communications Committee Chair. Fluency in both official languages is an asset, additional languages are welcome!

**Compensation**

\$250.00 CAD per quarterly submission.

Interested candidates should forward their letter of intent and résumé to [julie@cda-ccad.org](mailto:julie@cda-ccad.org) by **Friday, December 31, 2021**.

We thank all applicants for their interest. Only those selected for an interview will be contacted.