



CSDA/CCAD Newsletter Editor - Part Time (Volunteer Position)

Canadian Society of Decorative Arts (CSDA) is a non-profit charitable arts organization and was incorporated in 1981. We believe that material arts bring art enthusiasts, collectors and experts together to share their objects and collections with the arts or crafts community. This includes design and manufacture of objects that are both beautiful and functional. This embraces Interior design, and certain aspects of architecture.

About the Role

We currently publish a quarterly online newsletter that goes out to more than 500 readers. We're looking for a passionate, creative editor and curator to grow our email newsletter strategy. You'll be responsible for improving our current newsletter operations and strategy while creating and executing on a plan to expand our email offerings and our subscriber base. The right candidate will have an eye for engaging content that will resonate with highly targeted communities, great editorial standards and integrity, and a passion for promoting the decorative arts. This role is based from the candidate's home office.

Responsibilities:

- Curate original editorial content for CSDA's quarterly member email newsletter (Mar, Jun, Sep, Dec)
- Build the quarterly newsletters email participation using our Mailchimp account
- Make strategic decisions based on email performance analytics
- Identify new user groups based on collector and art-based communities, topic, credentials, and beyond, while testing new email offerings to these groups
- Grow our email subscriber list by testing sign-up modals and forms across the CSDA website
- Collaborate with our editorial team and members of the board to identify and execute on new content opportunities.

Skills & Qualifications:

- Minimum 2 years of experience with editorial newsletters, copywriting, or content marketing
- Have knowledge and interest of the decorative arts and fine art history
- Experience working in email marketing services like MailChimp, Wild Apricot
- Experience with Google Analytics, Google Optimize (or other split testing tools), HTML
- Highly organized, detail-oriented, and self-motivated
- A passion for having a positive impact on the decorative arts industry and guiding consumers through material arts news and activities
- Not required but a plus: Experience in content strategy, product, marketing, or similar fields.
- Bilingual would be an asset.

The successful candidate is expected to be a self-starter, work autonomously, and remotely from their home office, and be in regular contact with designated CSDA Communications Committee Chair.

Interested candidates should forward their letter of intent, résumé to glatour@csda-ccad.org by Friday, July 31, 2020. Any questions about the process please call Gilles Latour: 416-910-7849.

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