



Director of Content Curation – Arts Foundation

SALARY RANGE (2017): \$89,000–\$113,700

My job is to ignite passion for the arts. I work with extraordinary artists across a broad range of mediums—from print to paint to photography and sculpture. I focus on getting the artists and their creations out into our community to make meaningful connections. My team spends their time developing rich interactive content profiling the artists and arts organizations we support. We create communications strategies that place this content in digital and print channels. If we do it well, the passion turns into action and new audiences become arts buyers and supporters.

The Tip: We are all storytellers. But storytelling is a skill you need to learn and practice. Take courses and find opportunities to practice your storytelling.

PRIORITY KNOWLEDGE AND SKILLS:

Job-Specific Skills	Job-Specific Knowledge	Core Transferable Skills
Be an expert in the following job-specific skills: <ul style="list-style-type: none"> • Ability to identify target audiences • Ability to develop a compelling narrative • Ability to develop an evidence-based story • Ability to curate third-party content • Ability to use specialized communications and design technology • Ability to monetize content 	Be an expert in the following job-specific knowledge areas: <ul style="list-style-type: none"> • Deep knowledge of human behaviour • Broad expertise in current events • Ability to link content to audience • Expertise in use of language 	Be an expert at all core transferable skills: <ul style="list-style-type: none"> • Thinking skills • Communications skills • Organizational skills • Interpersonal skills • Technical literacy

BUILDING BLOCK EXPERIENCES:

Education & Learning: <ul style="list-style-type: none"> • Bachelor of Communications (journalism) with a minor in marketing • Diploma in photography and video editing from local college • Voracious consumer of psychology resources including the Hidden Brain podcast 	Content is king and will only become more important. My education in journalism combined with marketing and video editing gives me a valuable combination of creative, business and technical skills. When I thought about my education “mix,” I focused on making it my unique asset.
Employment Experiences: <ul style="list-style-type: none"> • Summer job with tourism bureau while in university • Managed student union website at school • Started career as the communications coordinator for a non-profit foundation • Recruited to lead all content curation at large arts foundation • Currently averaging \$900 per month in 	I needed to understand how stories are sourced and told, so I leveraged university to learn how to curate content to drive engagement. I then sought jobs in organizations to allow me to apply my skills in journalism, photography, videography and copywriting. What I do every day is the intersection of what I’m good at, what I love to do and making a living. My test for taking on any job is simple—would I do

online stock photography revenue	what I do every day for free?
<p>Community Experiences:</p> <ul style="list-style-type: none"> • Teach a pro bono course to non-profit organizations so they can leverage real-time content to drive engagement • On the executive of local photography club • Lead content curation for a local marketing association's digital channels 	<p>I learned a lot by doing. I gained proficiency with the tools and channels I need for my job, but also learned what resonates with different audiences. I realized early on my passion for creating and finding content is significant and can make an impact on the things that are important to me.</p>
<p>Contextual Experiences:</p> <ul style="list-style-type: none"> • Active blogger and personal storyteller • Voracious consumer of popular culture and the factors that drive trends 	<p>It sounds silly, but I focused on becoming famous in my organization for being the person who knows what's going on with everyone. This is part of my unique value proposition.</p>
<p>Relationships:</p> <ul style="list-style-type: none"> • Seeks mentors who are opinion leaders with diverse experiences 	<p>I need to be social and easy to get along with because if I am, people will let me into their world and allow me to document their stories, and trust I will act in their best interest.</p>