



JOB POSTING

Marketing Associate

We are seeking a part-time energetic arts administrator to join our team as the Marketing Associate for 24 hours each week. The ideal candidate is versed in written communications and customer data segmentation, with an analytical and results-oriented mindset. If you have quantifiable creative ideas, we encourage you to apply.

About Us

The Arts Club Theatre Company is Canada's largest year-round not-for-profit theatre company. Now in our 60th season, the Arts Club offers the best in professional theatre and has staged over 630 productions. Arts Club is grateful to have our offices, rehearsal halls, workshops, and theatres on the unceded, ancestral and traditional shared lands of the x̱m̱əθkwəy̱əm (Musqueam), Skwxwú7mesh (Squamish), and Səl̓ilwətaʔ/Selilwitulh (Tseil-Waututh) Nations.

We are British Columbia's largest non-profit cultural employer- hiring more than 500 artists, staff, and crew to stage up to 20 shows annually. We educate and cultivate students and theatre lovers of all ages—over 2,500 people engage in our education and professional development programs annually. We support artists and other arts organizations through professional engagement activities, believing firmly that an investment in the industry benefits all. We are a major economic driver in the areas surrounding our venues—our theatres attract a quarter million theatre patrons to dine and shop in the South Granville, Olympic Village, and Granville Island neighbourhoods.

Our Mission

To inspire and nurture artists and audiences through cultural experiences that are engaging, thought-provoking, and artistically innovative.

Our Vision

A community that, through storytelling, is inspired to reflect on who we are and who we can be.

Our Values

- ❖ **Determination:** We have the drive to continue to move forward, with a respectful nod to our tenacious past and a fearless embrace of our future. It is through this forward momentum that we ensure we are the artistic leaders of our community.
- ❖ **Curiosity:** We have a strong desire to know more; about ourselves, our art, and our patrons. This spirit is reflected in our willingness to make room for diversity of thought. This exploration of different viewpoints and ideas is reflected in our engagement with each other, with our art, our peers, and our community.

- ❖ **Creativity:** We use our imaginations to explore our artistic practice and champion innovation in all the work that we do. We believe in the depth of our local talent and use our resources to showcase it.
- ❖ **Comradery:** We interact with each other with good-fellowship and levity. Our spirit of generosity and warmth is seen in our empathy towards each other, our artists, our patrons, and our community. This allows us to embrace differences and makes us stronger.
- ❖ **Safety:** The health and well-being of each other and our community informs our work and creates a safe, inviting, and inclusive space for all who enter and interact with us. We commit to constantly review our practices to ensure they are anti-racist and non-discriminatory. We are fiercely dedicated to being an organization that continually respects, champions, and uplifts underrepresented voices in all jobs.

We also strive to provide a safe work environment, both physically and mentally, and we have made ongoing commitments to inclusion, anti-racism and anti-oppression. We want the stories we work together to tell to have nuanced and varied perspectives.

JOB SUMMARY

The Marketing Associate reports to the Marketing Manager and works in collaboration with the Marketing team and stakeholders throughout the company. This position is charged with planning and executing direct mail and email campaigns for marketing to our patron database. This includes copywriting and editing, creative direction, targeted database segmentation, and post-campaign reporting.

DUTIES AND RESPONSIBILITIES

- Consult with the Marketing Manager on direct mail and email campaign schedule and strategy.
- Schedule associated tasks for direct mail/email campaigns and monitor deadlines to ensure timely delivery.
- Select targeted lists for campaigns from our ticketing database (Tessitura).
- Write engaging sales copy and creative briefs for direct mail and email campaigns.
- Liaise with printing and direct-mail fulfillment providers.
- Compose and send email campaigns using integrated email marketing platform (Prospect2).
- Track and report progress of campaigns using available tools such as Tessitura Analytics, Google Analytics, and Prospect 2 reporting and recommend action based on data.
- Lead interdepartmental meetings as required.
- Other duties as required.

SKILLS AND COMPETENCIES

- Analytical, focused, and results-oriented mindset with strong attention to detail.
- Demonstrated ability to build impactful relationships with external and internal stakeholders.
- Highly organized and professional self-starter who prioritizes tasks and meets deadlines.
- Proficiency in Microsoft Office, with advanced skills in Microsoft Excel.
- Familiarity with CRM software or ticketing database with an eye to targeted segmentation. Specific experience with Tessitura an asset.
- An aptitude in technical problem-solving using provided software.
- Demonstrated ability to work both independently and collaboratively.

- Experience with email marketing tools such as MailChimp, Constant Contact, etc. Specific experience with Prospect2 an asset.

QUALIFICATIONS

- Post-secondary degree in English, theatre, communications, marketing, and/or work experience in a similar role.
- Excellent copywriting, editing, and proofreading skills, with one year or more of professional experience applying these skills.
- Knowledge of theatre ecology and theatrical practices.
- A love for theatre and the performing arts.

ADDITIONAL DETAILS

Salary: \$28,410 per annum.

Employment Type: Part time at 24 hours per week, typically to be worked on a regular schedule of three 8-hour days each week with some flexibility permitted. Up to 8 hours a week may be worked remotely from home at the discretion of management. Attendance is required at certain weekly or regularly occurring meetings and staff functions, some of which will be in-person. Benefits package after 3 months of employment (extended health care and dental care).

Expected Start Date: Monday, May 20, 2024.

How to apply?

The Arts Club is fiercely dedicated to being an organization that continually respects, champions, and uplifts underrepresented voices in all jobs; and we strongly welcome and encourage those who self-identify as coming from underrepresented communities to submit.

If this role sounds exciting and you'd like to learn more, please send your resume and cover letter to humanresources@artsclub.com with the subject: **Marketing Associate** – Arts Club Theatre Company.

Access and inclusion are deeply important to us. For those who have barriers to access to any part of our process as laid out, please don't hesitate to reach out to us and we will happily work with you to create a process that is accessible to you.

To enhance accessibility, you are also welcome to submit your application in one of the following formats: Word Document, PDF Document, Audio File, Video File, request a face-to-face Zoom application process, or suggest a format that is more accessible to you.

Application Deadline: 11:59 pm, Sunday, May 5, 2024.

We thank all who express interest in this position; however, only those selected for an interview will be contacted. The Arts Club Theatre Company is an Equal Opportunity Employer and hiring decisions are based solely on the merits of the candidates and needs of the "Society".