



JOB POSTING

Data & Marketing Coordinator

Deadline: September 17, 2017

The Arts Club Theatre Company is Canada's largest not-for-profit urban theatre company. Now in its 54th season, the Arts Club offers professional live theatre at three venues, as well as on tour throughout BC.

Reporting to the Marketing Manager, the Data & Marketing Coordinator is accountable for data segmentation and extraction for single ticket and subscription marketing campaigns to maximize ticket sales and increase loyalty. This person is also responsible for the execution of partner programs and patron retention events. The ideal candidate enjoys working with data and is analytical and results-oriented. We are seeking a social individual who is entering the Marketing profession and looking to join a robust and productive team in a fast-paced environment.

The successful candidate is a confident, creative, detail-oriented individual with considerable communication skills who thrives on the exchange of ideas.

The Data & Marketing Coordinator is a permanent, full-time position with the following hours: Monday–Friday, 9 AM– 5 PM.

ACCOUNTABILITIES

- Performs CRM data extractions for direct mail campaigns through the scope of increasing patron loyalty
- Monitors data integrity, segmentation, and targeting
- Analyzes and reports on the performance of direct response marketing initiatives
- Proposes data-driven recommendations based on analyses and A/B testing
- Plans and executes loyalty-based marketing events
- Coordinates various partner programs, including restaurant relationships
- Other duties as required

QUALIFICATIONS

- Degree in marketing, communications, or related field
- Proficiency in Microsoft Excel
- Analytical and results-oriented mind-set with strong attention to detail
- Excellent organizational and time-management skills
- A love of theatre and the performing arts

DEADLINE

Email a **cover letter and résumé** to humanresources@artsclub.com by **September 17, 2017**. Please include your salary expectations in your application.

We thank all who express interest in this position; however, only those selected for an interview will be contacted