



JOB POSTING

# Digital Marketing Coordinator

Deadline: August 20, 2017

The Arts Club Theatre Company is Canada's largest not-for-profit urban theatre company. Now in its 53rd season, the Arts Club offers professional live theatre at three venues, as well as on tour throughout BC.

Reporting to the Marketing Manager, the Digital Marketing Coordinator is accountable for the development and implementation of short and long-term digital marketing plans aimed at maximizing ticket sales. The ideal candidate is versed in written communications, with a data- and results-oriented mind-set. 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 Digital Marketing Coordinator is a permanent, full-time position with the following hours: Monday–Friday, 9 AM–5:30 PM

## ACCOUNTABILITIES *(including, but not limited to, the following)*

- Create, schedule, and distribute email communications to patrons
- Report on email performance and analyze KPIs to identify areas of growth and improvement
- Conduct A/B tests on email marketing tactics to maximize effectiveness
- Work with our external partner to maintain a strong digital strategy
- Facilitate online display advertising and Adwords campaigns
- Collate and respond to online patron feedback
- Manage the production of television and radio commercials, scripting and liaising with production partners
- Support social media efforts as directed

## QUALIFICATIONS

Required:

- Degree in marketing, communications, or related field
- Demonstrated experience in writing, editing, and proofreading
- Analytical and results-oriented mind-set with strong attention to detail
- Excellent organizational and time-management skills
- A love of theatre and the arts

Assets:

- Working knowledge of HTML, DreamWeaver, and Adobe Creative Suite
- Experience in Google Analytics, Adwords, and Display Advertising
- Experience with ticketing systems and email marketing platforms

## DEADLINE

Email a **cover letter and resume to [humanresources@artsclub.com](mailto:humanresources@artsclub.com) by August 20, 2017**

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