



**ENDLESS  
POSSIBILITIES**  
on every  
stage.

JOB POSTING

## Associate Manager, Subscriptions

We are seeking a talented, driven, and enthusiastic arts administrator to join our team as the Associate Manager, Subscriptions. The ideal candidate is experienced in customer data segmentation, ticket sales, and growing a subscriber base. They will have an analytical and results-oriented mindset, an aptitude for complex sales systems and data analysis, a strong track record in creating and executing sales campaigns, and effective project management skills.

### About Us

The Arts Club Theatre Company is Canada's largest year-round not-for-profit theatre company. The Arts Club offers the best in professional theatre and has staged over 650 productions. Arts Club is grateful to have our offices, rehearsal halls, workshops, and theatres on the unceded, ancestral and traditional shared lands of the xʷməθkʷəy̅əm (Musqueam), Skwxwú7mesh (Squamish), and Səlilwətaʔ/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.

### Who Are We?

We are scrappy, ingenious trailblazers who create powerful, intimate artistic experiences that make you feel fully alive.

### What Is Our Purpose?

To make our community come alive.

### What Is Our Vision?

A world where vibrant communities are shaped by stories that inspire connection and vitality in us all.

### 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 Associate Manager, Subscriptions reports to the Director of Marketing & Communications, collaborates with the Marketing Manager and Associate Director of Communications, and coordinates with the Marketing team and stakeholders throughout the company. This position is charged with planning, overseeing, and executing sales campaigns for marketing primarily to our patron database, including but not limited to direct mail, email, telemarketing, and subscriber engagement events, as well as refining subscription sales practices while innovating to grow subscription revenue and numbers. This also includes copywriting and editing, creative direction, targeted database segmentation, and post-campaign reporting.

## DUTIES AND RESPONSIBILITIES

- Work with the Director of Marketing & Communications to set subscription pricing, package sales and revenue goals each season. Utilize experience and data analysis to recommend structural, strategy, and pricing changes as needed from year to year to achieve targets and grow subscriber base.
- Consult with the Marketing Manager to integrate subscription sales and engagement campaigns directly with our wider advertising and communications strategy and plans.
- Manage and effectively utilize the subscription sales budget for sales campaigns, in collaboration and consultation with the Marketing Manager and Director of Marketing.
- Set a timeline for annual renewal and subscription campaigns in collaboration with the Director of Marketing & Communications and Marketing Manager, with a focus on direct mail, email, and telemarketing efforts.
- Oversee and execute the annual subscription renewal and acquisitions marketing (and advertising) campaigns, staying on timeline, expense, revenue, and subscriber growth and retention targets.
- Steward subscriber communications and relationships after purchase, which may include emails, planning and executing 2-3 subscriber events each season, retention efforts and more.
- Schedule associated tasks in our project management software (Asana) for direct mail/email campaigns and monitor deadlines to ensure timely delivery.
- Cultivate targeted prospect lists for campaigns from our ticketing database (Tessitura).

- Coordinate with the Fund Development team on joint subscriber-donor campaigns
- Liaise and collaborate with external agencies that support the subscription sales program, such printing and direct-mail fulfillment providers, and our telemarketing agency AMS to maximize sales
- Monitor, analyze, and report progress of campaigns using available tools such as Tessitura Analytics, Google Analytics, and Prospect 2, identifying successes and failures to inform subsequent planning.
- Lead interdepartmental meetings as required.
- Assist Volunteer Coordinator in scheduling and training volunteers who help answer subscriber questions and promote subscription sales in our theatre lobbies.
- Collaborate with the Associate Director of Communications, Graphic Designer, and Marketing Associate to create attractive and effective direct mail, email, or other materials for subscription sales campaigns throughout the year. This will include but not be limited to:
  - creation of annual subscription renewal packages
  - writing effective and engaging sales and segmentation copy
  - creative briefs for direct mail, email, and design of materials
  - composing and sending email campaigns using integrated email marketing platform (Prospect2) in collaboration with our Marketing Associate
- Other duties as required.

## SKILLS AND COMPETENCIES

- Analytical, focused, and results-oriented mindset with strong attention to detail.
- Design skills and experience (Canva, Adobe CC) are an asset
- 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.
- Experience in ticket sales, particularly the structure and marketing of subscription sales programs.
- Excellent copywriting, editing, and proofreading skills, with two years or more of professional experience applying these skills.
- Knowledge of theatre ecology and theatrical practices.
- A love for theatre and the performing arts.

## BENEFITS

- Employee Benefit Plan: Extended Health Care, Dental Care, Life, AD& D & LTD Insurance.
- Vacation time: 15 days per year.
- 5 paid sick days off per calendar year.
- 5 additional paid personal days per calendar year, prorated in first calendar year for portion of year worked.

- In addition to statutory holidays, the Arts Club is closed on Easter Monday, Christmas Eve and Boxing Day.
- 4 Complimentary tickets to every production.
- Invitation to dress rehearsals.
- Invitation to first rehearsal, and other artistic initiatives.
- Discount on all bar and concession items in our venues.

## ADDITIONAL DETAILS

**Salary:** \$58,000–62,000 per annum.

**Employment Type:** Full-time at 40 hours per week, typically to be worked on a regular schedule of office hours between 9am and 5pm with some flexibility permitted.

**Expected Start Date:** As soon as possible

### 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](mailto:humanresources@artsclub.com) with the subject: **Associate Manager, Subscriptions** – Arts Club Theatre Company – Your Name.

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:** Open until filled.

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".