

# Communications & Content Associate

We are seeking an energetic arts administrator to join our team as the Communications & Content Associate. The ideal candidate is versed in written communications and digital storytelling, 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. 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 xʷməθkʷəy̓əm (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 neighborhood.

## 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 safer 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 Communications & Content Associate reports to the Associate Director of Communications and works in collaboration with the Marketing team and stakeholders throughout the company. This position is charged with planning and executing engaging video and photographic assets, digital content, and copywriting across multiple channels to raise awareness and build excitement for the company's theatrical productions and other initiatives.

## DUTIES AND RESPONSIBILITIES

### Content Creation/Social Media

- Set the social media strategy, research content ideas, and execute creative and engaging ways to reach goals.
- Publicize and promote company-wide activities on social media, ensuring alignment with campaigns and other departments.
- Lead company-wide content planning meetings and schedule calendar in collaboration with stakeholders.
- Liaise with theatre artists to assess media and content potential.
- Assist with the coordination of photo/video shoots of productions, rehearsals, interviews, media events.
- Write concise, inviting, and amusing copy for social media captions.
- Ensure adherence to relevant CTA clauses and other relevant union agreements.
- Manage engagement and respond to notifications.
- Track impact of social media activities; monitor trends for growth.

### Communications

- Write, copyedit, and/or proofread collateral, including website copy, emails, ads, programmes, brochures, video scripts, etc., as needed.
- Ensure alignment with brand guidelines.
- Assist with pre-production photo shoots for select shows.
- Work cross-functionally with internal departments and external vendors.

### Marketing/Analytics

- Maximize and optimize existing digital marketing campaigns across a variety of channels.
- Assist with the design and execution of digital marketing strategies.
- Champion and uphold metrics that drive ticket sales: awareness, engagement, and conversion.
- Utilize digital marketing analytics, analyze data, and recommend action based on data.
- Assist with tracking and reporting on key performance indicators for a variety of marketing campaigns as needed.

## Other

- Other duties as required.

## SKILLS AND COMPETENCIES

- Ability to write clear, concise, and grammatically correct copy.
- Experience with photo and video editing and graphic design.
- Analytical 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, including Excel.
- Experience with email marketing tools such as MailChimp, Constant Contact, etc. Specific experience with Prospect2 an asset.
- Working knowledge of Adobe Creative Suite, Canva, or other multimedia creation/editing tools.

## QUALIFICATIONS

- Post-secondary degree in English, communications, media relations, marketing, and/or work experience in a similar role.
- Excellent copywriting, editing, and proofreading skills, with 3+ years professional experience.
- Skilled with social media platforms such as Facebook, Instagram, YouTube, and more.
- Knowledge of theatre ecology and theatrical practices.
- Familiarity with union regulations (CAEA, ADC, VMA, UBCP/ACTRA, IATSE) is an asset.
- Valid driver's license is an asset.
- A love for theatre and the performing arts.

## BENEFITS

- Employee Benefit Plan: Extended Health Care, Dental Care, Life Insurance, AD&D & LTD
- Vacation starting with 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

**Employment Type:** Full-time, 40 hrs. per week (Monday to Friday, 9:00 AM–5:00 PM)\*

**Salary:** \$48,000 per annum (based on experience)

**Expected Start Date:** July 16, 2025

*\*Some evenings/weekends are required, including availability after office hours to capture social media content at rehearsals and/or opening nights.*

## 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.

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.

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: Communications & Content Associate – Arts Club Theatre Company.

**Application Deadline:** June 22, 2025

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".