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Ballet BC
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Canada

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balletbc.com

Digital Marketing Manager

Ballet BC is seeking a mid-level marketing professional to lead the social / digital strategy and implementation for this leading contemporary ballet company. This role serves as one of the primary contacts to service the marketing needs of the other departments and to the social community. Working with the Director of Sales and Marketing, the manager will create and curate the social media and digital ads. The manager will organize and streamline marketing processes for internal marketing requests. Specific responsibilities will include:

- Build digital community through review sites, influencer programs, etc.
- Manage content creation
- Oversee all social channels
- Develop strategies to tell the Ballet BC story on Facebook, Instagram, Twitter
- Manage free and paid Google Adwords accounts
- Work with Director of Sales & Marketing to set periodic goals with clear KPI's against all channels and campaigns
- Produce insights, data and reports on social activities

Desired qualifications:

- Social and digital media expert for 2-3+ years experience developing campaigns
- Understanding of how social media fits within marketing and communications mix
- Experience working with Hootsuite, Google Analytics, Google Adwords
- Working knowledge of Facebook advertising, remarketing and conversion tracking
- Degree or diploma in Marketing / Communications preferred
- Writing experience an asset
- Be able to meet hard deadlines with strong project management skills
- Excellent communication and interpersonal skills
- Passionate about customer service and creating positive experiences for communities
- Professional demeanour for events with board members, donors, patrons
- Interest in non-profit arts management and dance
- Comfortable working evenings and weekends when required

Reports to: Director of Sales and Marketing

Salary: hourly; 25-40 hours per week depending on time of the year; contract ending June 30, 2018 with option to renew

Please send your CV and letter of intent by noon on July 21, 2017 via email to: info@balletbc.com,

Attention: Director of Sales & Marketing