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Ballet BC
601 Smithe Street
Vancouver, BC V6B 5G1
Canada

Tel 1 604 732 5003
Fax 1 604 732 4417

info@balletbc.com
balletbc.com

Marketing Coordinator

Ballet BC is seeking a marketing professional to support the marketing department and marketing needs of this leading contemporary ballet company. This role serves to support the marketing department and service the marketing needs of the other departments. The Marketing Coordinator will execute the digital marketing strategy outlined by the marketing department as well as organize and streamline marketing processes for external and internal marketing requests. Specific responsibilities will include:

- Collateral organization for all departments — development, artistic, corporate
- Collateral distribution — dance schools, community centres
- Web updates
- Organizing, re-sizing, distribution of marketing assets to suppliers
- Contesting details to suppliers
- Performance archiving
- Electronic newsletter scheduling, creation & distribution
- Survey distribution & reporting
- Organization and distribution of touring kits
- Strategy execution for social channels and paid digital advertising
- Periodic goal setting with Marketing Manager with clear KPIs against all channels and campaigns
- Data reporting with insights on digital activities

Desired qualifications:

- Experience in Wordpress
- Working knowledge of Constant Contact or related platform
- Social and digital media expert with 2-3 years experience
- Understanding of how social media fits within marketing and communications mix
- Experience with social media scheduling, Google Analytics, Google Adwords
- Working knowledge of Facebook advertising, remarketing and conversion tracking
- Proficient in Adobe Photoshop
- Diploma in Marketing / Communications is preferred
- Experience in copywriting
- Ability to meet hard deadlines with strong project management skills

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- Excellent communication and interpersonal skills
- Professional demeanour for events with board members, donors, patrons
- Passionate about customer service and creating positive experiences for communities
- Interest in non-profit arts management and dance
- Comfortable working evenings and weekends when required

Reports to: Marketing Manager

30 hours per week; contract ending on June 30, 2020 with option to renew.

Please send the following via email to info@balletbc.com with subject line "Attn: Marketing Manager" by August 27, 2019 at 5pm PT:

- CV
- Letter of Intent
- (2) Writing Samples