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POSITION: Associate Director of Marketing

REPORT TO: Executive Director

BACKGROUND

With the commencement of the 2021/22 Season, Ballet BC seeks an experienced Associate Director of Marketing to join the team.

We are seeking a savvy marketing and communications professional with a passion for the performing arts to manage all aspects of the Company's marketing and communications strategies on a full-time basis. The primary responsibility for the position is to manage the day-to-day marketing activities and implement strategies to stimulate sales, retain current patrons, and attract and engage new audiences. The ideal candidate will be an experienced marketer and exceptional copywriter who will work closely with all Ballet BC departments to develop and further the Ballet BC brand. The Associate Director of Marketing will also manage a small team that includes the Marketing Coordinator and Creative Content Producer.

Combining classical integrity with a contemporary sensibility, Ballet BC is a company of 20 talented dancers from Canada and around the world that is committed to the ballet of today. Solidly grounded in the rigour and artistry of classical ballet, with an emphasis on innovation and the immediacy of the 21st century, the company presents a distinct and diverse repertoire of the most sought-after Canadian and international contemporary ballet choreography. Ballet BC continues its commitment to perform highly acclaimed productions on regional, national and international tours in addition to its regular performance season at the Queen Elizabeth Theatre in Vancouver.

DUTIES AND RESPONSIBILITIES

General Marketing

- Create and activate marketing plans and timelines;
- Manage all advertising plans, production and placement;
- Manage all marketing collateral including design, production and distribution;
- Oversees the creation, development and writing of clear, accurate and engaging content and strategic messaging that addresses specific audiences for promotional materials such as video content, season brochures, social media, email marketing, show programs, media releases, website;
- Manage production of show programs including copywriting and coordination of all content;
- Liaise with and support contract service providers including publicist, designers, digital media suppliers, photographers, etc.;
- Provide consultation and work with leadership and PR on crisis communications, sensitive issues, etc.
- Develop and implement marketing initiatives for cross-promotions and new channels for collateral distribution;
- Liaise with senior management and related departments for integrated marketing promotions and communications.

Digital Marketing

- Oversee all digital communications including annual editorial calendar and digital images, and monitor digital analytics;
- Oversee content for all digital and social media marketing efforts;
- Oversee all updates, including content and images, for Ballet BC website.

Budgeting and Reporting

- Manage marketing budgets and reports;
- Process supplier invoices and budget entry.

QUALIFICATIONS

- Undergraduate degree in Marketing or Communications and 5 years of related experience in marketing, specifically in the development and implementation of strategic and tactical planning, or an equivalent combination of education, training, and experience;
- Experience in an arts organization or strategic marketing role preferred; previous arts marketing experience an asset;
- Management experience a plus; Ability to provide guidance and mentorship to support staff;
- Minimum 5 years of strategic management for social media networks and emerging platforms; experience with YouTube channel growth an asset.
- Working knowledge of contemporary marketing & communications practice & strategies;
- Exceptional copywriting, editing and proofreading skills;
- Demonstrated ability to create and execute marketing plans, timelines and budgets;
- Excellent project management and organizational skills with the ability to balance multiple projects, competing demands and changing priorities;
- Strong interpersonal skills with the ability to work independently and collaboratively;
- Able to set priorities, balance demands of multiple tasks, and meet deadlines;
- Meticulous attention to detail and high level of accuracy;
- A strong eye for design and aesthetics;
- Strong organizational and analytical skills;
- Outstanding written and oral communication skills, ensuring a professional quality;
- Working knowledge of the Canadian not-for-profit environment.
- Ability to maintain strict confidentiality, diplomacy, and tact;
- Excellent computer skills with a high proficiency in Microsoft Office applications; knowledge of Adobe Creative Suite and basic HTML an asset.
- Be committed to familiarizing themselves with Company rules and regulations;
- Maintain and communicate a positive image of the Company in all dealings both internally and externally.

The above list is not exclusive or exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope of the post. All members of staff are required to be professional, co-operative and flexible in line with the needs of the Company.

Ballet BC is an equal opportunity employer.

Salary commensurate with experience and qualifications.

HOW TO APPLY:

Interested candidates should submit the following:

- cover letter
- résumé
- 2-3 writing samples

Electronic applications preferred. Please submit applications and support material to: hr@balletbc.com. Applications may also be submitted by mail to:

Attn: Associate Director of Marketing Search
Ballet BC
601 Smithe Street, Vancouver BC V6B 5G1

APPLICATION DEADLINE: July 23, 2021