

- In collaboration with the artistic department, ideates, captures, and publishes content featuring Ballet BC company artists and events taking place at our Granville Island facility
- Writes content for social channels, email marketing campaigns, and balletbc.com with a consistent on-brand tone that encourages audience engagement and drives ticket sales.
- Monitors and analyzes overall social media metrics and KPIs in order to gain insight and develop data-driven strategies
- Liaises with the artistic, development, and outreach departments to create and distribute captivating email marketing campaigns in accordance with the company's integrated campaign calendar
- Manages the production and sales of company merchandise at our Granville Island facility and performance venues
- Establish and maintain relationships with other organizations and community partners that increase Ballet BC brand awareness
- Assists with updating and maintaining balletbc.com to ensure accuracy
- Assists with marketing activities on site at performance venues, including signage coordination and installation
- Liaises with external photographers, graphic designers, and other contractors as required
- Organizes and distributes marketing assets for internal and external use
- Assists with the production and distribution of print materials

Qualifications:

- 1-3 years experience in marketing or communications
- Diploma or degree in marketing, communications, or journalism is preferred
- Experience with social media strategy, scheduling, and analytics
- Experience conceiving and creating content for social media, including designing graphics using Canva and/or Adobe Creative Suite
- Proficient in Adobe Photoshop or other photo editing software
- Experience with Wordpress and/or other content management systems
- Experience with email marketing platforms such as Constant Contact or Mailchimp
- Excellent written communication skills, with experience in copywriting an asset
- Strong attention to detail with an eye for design and visual aesthetics
- Ability to manage multiple priorities and work effectively under tight deadlines
- Strong computer literacy with a basic understanding of HTML and CRM software
- Passionate about customer service and creating positive, accessible experiences for communities
- Creative and innovative thinker who enjoys collaborating with artists
- Interest in the arts and/or dance an asset
- Comfortable working evenings and weekends when required

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.

HOW TO APPLY:

Please send your resume, cover letter, and two writing samples by 5pm on September 1, 2023 via email to recruitment@balletbc.com.

Ballet BC is an equal opportunity employer that fosters an inclusive, equitable and accessible environment. We thank all applicants for their interest in Ballet BC; however, only those candidates selected for an interview will be contacted.