



POSITION: Marketing Coordinator
REPORTS TO: Director of Marketing and Communications
JOB TYPE: In person, Full-time, 40 hours per week
LOCATION: Granville Island Office/Studios

THE COMPANY

Ballet BC is an internationally renowned creation-based contemporary dance company led by Artistic Director Medhi Walewski. Deeply committed to presenting new work by established and emerging choreographers in addition to acclaimed repertoire, the 22-dancer company performs today's most sought-after Canadian and international choreography. Ballet BC tours regionally and internationally in addition to its regular performance season at the Queen Elizabeth Theatre in Vancouver, and is a leader and resource in the community through dance education opportunities, community and audience outreach, and professional development activities which serve to provide greater access to our art form.

The largest dance organization in British Columbia, Ballet BC is located on culturally vibrant Granville Island in the heart of Vancouver, situated on the traditional, ancestral and unceded territory of the Coast Salish peoples—the Skwxwú7mesh (Squamish), Stó:lō and Səl'ílwətaʔ/Selilwitulh (Tsleil-Waututh) and xʷməθkʷəy̓əm (Musqueam) First Nations

THE ROLE

Ballet BC is seeking a full-time Marketing Coordinator to support the marketing department of Canada's leading contemporary dance company. This role supports the planning and execution of performance marketing campaigns and initiatives designed to drive ticket sales, deepen audience engagement, and strengthen and uphold the Ballet BC brand. Reporting to the Director of Marketing, the ideal candidate will be an enthusiastic marketer and exceptional communicator who enjoys a creative, collaborative work environment.

KEY RESPONSIBILITIES

- Liaise with the artistic, development, and outreach departments to manage integrated marketing calendars

- Create content for social channels, email marketing campaigns, and balletbc.com using consistent on-brand tone and messaging
- Lead marketing initiatives for Ballet BC MOVE, the company's adult class program at its Granville Island studios
- Monitor and analyze overall social media metrics and KPIs and report on campaign performance in order to gain insight and develop data-driven strategies
- Manage the inventory, production, and sales of company merchandise at our Granville Island facility and performance venues
- Establish and maintain relationships with other community organizations and community partners that increase Ballet BC brand awareness
- Assist with updating and maintaining balletbc.com to ensure accuracy, accessibility, and SEO optimization
- Assist with marketing activities on site at performance venues, including merchandise sales, signage coordination and installation
- Liaise with external vendors such as printers and suppliers as required
- Assist with the production and distribution of print materials such as the season brochure, posters, and rackcards
- Assist with the collection, organization, and management of marketing assets including photography, video, and promotional materials.
- Assist with media monitoring, publicity tracking, and maintaining press and promotional materials.

The above list is not exclusive or exhaustive and the Coordinator 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.

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
- Excellent written communication skills, with experience in copywriting an asset
- Experience with Canva and/or Adobe InDesign
- 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 Mailchimp
- 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
- 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

PERKS AND BENEFITS

- Comprehensive health coverage after successful completion of probation.
- Access to on-site health practitioners for wellness support.
- Access to on-site gym and sauna facilities.
- Access to studio rehearsal viewings.
- Complimentary Ballet BC tickets for Vancouver performances.
- Work at vibrant Granville Island, one of Canada's premier arts and culture destinations.

ADDITIONAL INFORMATION

Salary Range: \$47,000 to \$53,000 annually

Start Date: July 27, 2026

Applications will be accepted until July 3, 2026. However, we encourage interested candidates to apply early, as applications will be reviewed on a rolling basis.

To apply, please submit your CV and cover letter to: careers@balletbc.com.

Ballet BC is an equal opportunity employer committed to fostering an inclusive, equitable, and accessible work environment.