



Job Posting – Marketing Associate

Status:	Permanent full-time
Hours of Work:	Office hours with occasional evenings and weekends
Compensation:	\$43,000 - \$45,000 plus benefits
Benefits:	Extended benefits plan; pension plan; paid sick days; three weeks paid leave to start
Department:	Audience and Revenue Development
Reports to:	Marketing Manager

Driven by a passion to serve its audiences in bold and innovative ways, Gateway Theatre enriches the quality of life in Richmond and surrounding communities by creating outstanding artistic offerings and by serving as a dynamic hub for the performing arts. To achieve our organizational mission and connect with the changing population of Richmond, we employ staff with eclectic and multifaceted expertise. As a group we take risks, we empower, we go beyond, and we listen. We embrace difference as something that challenges our understanding and provokes our growth. So, if you won't settle for the expected, you have found your crew.

We are looking for a well-rounded, analytical, and creative individual who thrives in a fast-paced environment. The Marketing Associate plays an essential role in driving ticket sales, Academy registrations, and building brand awareness. This position is best suited for an individual who is an excellent writer and a storyteller, excited to tell Gateway Theatre's story and engage its audiences through a variety of channels. This individual loves to combine a passion for content creation with marketing and data-driven analytics and is focused on creating and distributing valuable, relevant content to attract and retain audiences.

Responsibilities will include:

- Support the development and implementation of marketing campaigns across Gateway Theatre's channels including social media, website, email, paid media, community outreach, and direct mail;
- Coordinate with external partners to execute marketing initiatives within given timelines;
- Support the development, production, and distribution of marketing materials (e.g. posters, house program, postcards, brochures/flyers, direct mail campaigns);
- Support marketing content production (e.g. social media posts, web ads, videos, graphics, etc.);
- Review and report on the effectiveness and performance of marketing initiatives and campaigns;
- Manage Gateway Theatre's social media accounts including planning and implementing;
- Assist with email marketing initiatives including the design and creation of emails, scheduling, segmentation, and reporting;
- Write and edit compelling copy for all marketing campaigns;
- Ensure website is up-to-date with accurate information;
- Support the development of community engagement activities (e.g. public events, pre-show activities, etc.);
- Create and maintain strong relationships with community partners.



A STAGE FOR RICHMOND

Registered charity: #11911 8875 RR0001

What Background will you need?

- 2-3 years of professional marketing experience.
- Experience in developing both digital and traditional marketing content (letters, emails, blog posts, web content, and social media content).
- Demonstrated creativity and superior written and oral marketing communication skills.
- Experience in campaign measurement, evaluation, SEO, analytics, and consumer insights.
- Familiarity with CRM systems.
- Ability to multi-task with exceptional attention to detail while remaining outcome-oriented.
- Advanced computer literacy and strong Microsoft Office Suite skills.
- Strong working knowledge of Adobe Creative Suite applications including Photoshop, Illustrator, InDesign, Acrobat, and Canva.
- Advanced computer literacy and social media skills.

What will you bring to the team?

- A results-based, process-oriented focus to enhance Gateway's marketing initiatives.
- An engaging and skilled approach to working with Gateway leadership, varying levels of staff, consultants, volunteers, and other stakeholders.
- Initiative and proactive behaviour to move projects forward in a fast-paced environment.
- High level of attention to detail and deadlines.
- The willingness and flexibility to learn and tackle new challenges.
- The motivation to have fun, enjoy your work and be part of a team.
- Knowledge of and passion for the arts are an asset.
Photography, videography, and photo/video editing skills are an asset.
- Chinese language skills are an asset.

Requirements:

- Legally able to work in Canada (Canadian citizenship, permanent residency, or existing open work permit).
- Demonstrated experience with inclusion, equity, and anti-oppression.
- COVID-19 Vaccination: by the first day of work, the successful applicant must be at least seven days past having received all recommended doses of a COVID-19 vaccine approved by Health Canada.

Gateway Theatre strives to be an equitable and inclusive workplace. We value an open and diverse community that fosters the inclusion of many different voices. We encourage applications from members of communities that have been marginalized based on sex, sexual orientation, gender identity or expression, racialization, disability, political belief, religion, marital or family status, age, or identity as an Indigenous person. We welcome self-identification in your application. Please also note any accommodations or accessibility requirements in your cover letter.

To Apply:

Please send a resume and cover letter in a single PDF outlining your suitability for the position to Wendy Tsui, Marketing Manager, at wtsui@gatewaytheatre.com with the subject line "Marketing Associate". **Application Deadline: by 5 PM, April 16, 2023.** We thank all applicants, but only those considered for an interview will be contacted.