

Job Posting – Marketing Assistant (Canada Summer Jobs Position)

Status:	Temporary full-time (12 weeks, 30 hours/week – 360 hours in total)
Hours of Work:	Office hours (9am-5pm); occasional evenings and weekends
Compensation:	\$16.75/hour + 4% vacation pay
Anticipated start date:	June 12, 2023
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 collaborative, open-minded, curious, and eager-to-learn Marketing Assistant. We are looking for a person who loves databases and research, has a keen eye for detail, and derives great pleasure and pride from creating a perfect Excel sheet and summarizing complex data into exciting presentations and doable strategies. This position will be part of the Audience and Revenue Development team, be mentored by, and report directly to the Marketing Manager.

Responsibilities will include:

- Research pre-identified audience segments to provide systematized data on their arts attendance and preferences, demographics, psychographics, communication behaviours, and media use, along with their interests, needs, and behavioural patterns
- Analyze research and represent data through graphics
- Translate consumer data into functional and accessible information that can help us change or revise a product, service, marketing strategy, or sales tactic
- Use their experience with consumer opinion collection methods to design, administer, and interpret surveys, experiments, polls, market research, sales data, etc.

What Background will you need?

- Prior knowledge of marketing strategies and business goals
- Strong verbal and written communication skills
- Ability to decipher complicated topics to write in simple language
- Deep understanding of presentation, word processing, and spreadsheet software
- Attention to detail and analysis skills



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- Organization and time management skills
- Strong project management skills

What will you bring to the team?

- An engaging and skilled approach to working with Gateway leadership, and varying levels of staff.
- 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.
- Chinese language skills are an asset.

This position is funded through the Canada Summer Jobs program. The successful applicant must:

- Be between 18 and 30 years of age at the start of employment
- Be willing to commit to the full duration of the work assignment
- Not have another full-time job (over 30 hours a week)
- Not be attending full-time classes while carrying out this job
- Legally able to work in Canada (Canadian citizenship, permanent residency, or existing open work permit).
- 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.

Schedules will be determined with supervisors, in advance, and will not exceed 7 hours/day & 35 hours/week.

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 Assistant". **Application Deadline: by 5 PM, May 28, 2023.** We thank all applicants, but only those considered for an interview will be contacted.