



Job Posting –Marketing Co-ordinator

Status:	Permanent full-time
Hours of Work:	Office hours with some evenings and weekends, 35 hours per week
Compensation:	\$38,000 -\$41,000
Department:	Audience and Revenue Development
Reports to:	Marketing Manager
Benefits:	Extended benefits plan; pension plan; optional partial remote working; paid sick days; three weeks paid leave to start

About us:

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, empower, go beyond, and listen. We embrace difference as something that challenges our understanding and provokes our growth. We are a nimble, dynamic, and exciting organization. So, if you won't settle for the expected, you have found your crew.

Position Overview:

We are looking for a collaborative, open-minded, curious, and eager-to-learn Marketing Co-ordinator who is passionate about Gateway Theatre's mission and the performing arts. 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 is highly organized and loves to work in a fast-paced environment.

Responsibilities will include:

- Support the development and implementation of marketing campaigns across Gateway Theatre's channels, including 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);
- Assist with email marketing initiatives, including the designing and writing of emails, scheduling, segmentation, and reporting;
- Write and edit compelling copy for 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.)



A STAGE FOR RICHMOND

Registered charity: #11911 8875 RR0001

What background will you need?

- 1+ years of marketing experience.
- Familiarity with CRM systems.
- Demonstrated superior written and oral communication skills.
- Sound ability to analyze, plan, initiate, and complete projects on time.
- Ability to multi-task with exceptional attention to detail while remaining outcome-oriented.
- Ability to take initiative in a collaborative or independent setting.
- Advanced computer literacy and strong Microsoft Office Suite skills.
- Graphic design skills are an asset.

What will you bring to the team?

- A results-based, process-oriented focus to enhance Gateway's mission.
- Initiative and proactive behaviour to move projects forward in a fast-paced environment.
- 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.
- Chinese language skills are an asset.

Other Requirements:

- Legally able to work in Canada (Canadian citizenship, permanent residency, or existing open work permit).
- Demonstrated experience with inclusion, equity, and anti-oppression.

Inclusivity

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 outlining your suitability for the position to Wendy Tsui, Marketing Manager at wtsui@gatewaytheatre.com with the subject line "Marketing Co-ordinator". **Application Deadline: by 11:59 PM, March 31, 2024.** We thank all applicants, but only those considered for an interview will be contacted.