



## Job Posting – Marketing Manager (Maternity Leave)

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<b>Status:</b>	Temporary full-time
<b>Hours of Work:</b>	35 hours/week with occasional weekends and evenings
<b>Compensation:</b>	\$50,000-55,000 plus benefits
<b>Benefits:</b>	Extended benefits plan; pension plan; paid sick days; three weeks paid leave to start
<b>Department:</b>	Audience and Revenue Development
<b>Reports to:</b>	Executive Artistic Director

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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.

The Marketing Manager is responsible for all marketing communications campaigns to deliver ticket income and audience targets for Gateway Theatre's artistic offerings and initiatives, including media relations, onsite and off-site public displays, outreach activities, and other special events. The Marketing Manager will continue elevating Gateway Theatre's profile and public messaging, including graphic and multimedia production of all marketing materials and continued content creation for social media to reach and build diverse audiences.

The successful candidate will have experience project managing multiple creative campaigns, excellent communication skills, and be highly numerate regarding sales, audience data and budget management.

**Responsibilities will include:**

- Creating and executing innovative, effective, and targeted marketing campaigns to strengthen ticket and registration sales for all of Gateway Theatre's initiatives, including artistic offerings, Gateway Academy, venue rentals, and additional programs/events.
- Planning and implementing marketing strategies to create better awareness of Gateway Theatre in Richmond and surrounding neighbourhoods.
- Planning, creating, and managing the budget for all on- and off-line advertising using AdWords, Google Display, other Display networks, Meta Ads, etc.
- Oversee and execute the marketing strategy - including sophisticated email campaigns, online advertising campaigns, SEO, digital marketing, social media, and PR.



**A STAGE FOR RICHMOND**

Registered charity: #11911 8875 RR0001

- Manage the Marketing Associate and work with third-party vendors to execute marketing and advertising campaigns.
- Continue to strengthen and optimize our digital marketing strategy, including ongoing website optimization and use of patron information from our ticketing platform, Spektrix, including paid and organic strategies to achieve marketing and financial goals.
- Analyzing sales, performance of marketing campaigns, market trends and working opportunities into plans in a responsive and proactive manner.
- Collaborate with the Patron Services Manager to plan sales initiatives, messaging, and inbound and outbound communications
- Support the marketing and communications needs of all Gateway Theatre's departments
- Negotiate and manage relationships with the media sponsors and partners.
- Oversee the integrity of website content and ensure all Gateway Theatre's content is updated as necessary.
- Sign off copy for all marketing materials and ensure brand consistency and representation on print materials and all online, interior, and exterior signage.
- Developing and managing the department budget.

#### **What Background will you need?**

- Post-secondary education (preferably in marketing or business administration) or an equivalent combination of education and relevant experience.
- Minimum of 3+ years of recent marketing experience with a charity or non-profit organization
- Proven record of building and delivering innovative and highly effective marketing campaigns and programs.
- Ability to communicate Gateway Theatre's vision and key messages to potential supporters.
- Strong interpersonal and public relations skills and the ability to communicate well
- Previous experience working in the performing arts as an asset.

#### **What will you bring to the team?**

- Excellent attention to detail
- Collaborative mindset
- Ability to work in a fast-paced environment
- Excellent oral, written, and presentation skills through various mediums.
- Experience in data analysis
- The ability to work in Mandarin or Cantonese is considered an asset.
- Must be able to work occasional evenings and weekends.

**Note:** Candidates with relevant, transferable skills who do not exactly meet the above specifications are encouraged to apply.

**Requirements:**

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

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 PDF outlining your suitability for the position to Susan Shank at [sshank@gatewaytheatre.com](mailto:sshank@gatewaytheatre.com). **Application Deadline: March 24, 2024 at 11:59 PM.** We thank all applicants, but only those considered for an interview will be contacted.