



## Job Posting – Digital Marketing Assistant (Canada Summer Jobs)

---

<b>Status:</b>	Temporary Full-time (10 weeks, 30 hours/week – 300 hours total)
<b>Hours of Work:</b>	Base office are 9am-5pm; occasional weekends and evenings may be required
<b>Compensation:</b>	\$17.40 + 4% vacation pay
<b>Anticipated Start Date:</b>	June 24, 2024

---

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.

Reporting to the Marketing Manager, the Digital Marketing Assistant will help research, plan and execute marketing initiatives for our upcoming 2024/25 season, which includes our Gateway Academy classes. Working closely with the Marketing Coordinator, the candidate will support preparing promotional assets and audience segmentation lists, conduct research on potential community partners, develop compelling content and foster community interaction on our social media channels. The Digital Marketing Assistant will also participate in local community at events, engaging with the public about the performing arts. The ideal candidate will have a passion for the performing arts, strong written and verbal communication skills, and a keen understanding of social media trends and digital marketing strategies. If you are interested in learning and growing in a fast-paced non-profit environment and willing to adapt and tackle new challenges, we invite you to apply today!

**Responsibilities will include:**

- Audience segmentation and cultural industries market research and surveys
- Assisting with overall season marketing of Gateway's 40<sup>th</sup> anniversary season
- Organizing and attending community engagement activities and events
- Developing content for our social media channels
- Research community groups and create email templates for community outreach
- Assisting in website development and content creation
- Creating promotional collateral materials and templates
- Other duties as required



**A STAGE FOR RICHMOND**

Registered charity: #11911 8875 RR0001

**What background will you need?**

*Candidates with relevant, transferable skills who do not exactly meet the below specification are encouraged to apply*

- Excellent written and interpersonal communication skills
- An ability to provide excellent customer service
- A keen interest in theatre and performing arts
- Proven ability to balance individual initiative with working as part of a dynamic team
- Event planning and/or community outreach experience
- Superior detail orientation and organizational skills
- Proficiency with Microsoft Office suite and Excel

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

- 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
- A creative and adaptive mindset

**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 for a period of 10 weeks
- Not have another full-time job (over 30 hours a week)
- Not be attending full-time classes while carrying out this job
- Be legally entitled to work in Canada (Canadian citizenship, permanent residency, or existing open work permit)

Schedules will be determined in advance with supervisors and will not exceed 8 hours/day and 30 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 PDF outlining your suitability and interest for the position to [marketing@gatewaytheatre.com](mailto:marketing@gatewaytheatre.com). **Application Deadline: May 20, 2024 at 11:59 PM, PST.** We thank all applicants, but only those considered for an interview will be contacted.