



Marketing Assistant - Maternity Leave

Competition 21-01

Posted May 3, 2021

General Statement of Duties:

Reporting to the Marketing & Programming Coordinator, the Marketing Assistant shall be responsible for helping to coordinate the marketing for Tidemark Theatre presentations and programs. The Marketing Assistant will be expected to attend Tidemark Theatre Society presentations and programs to provide social media coverage and event support as needed.

Supervision:

The Marketing Assistant shall be responsible for reporting to the Marketing & Programming Coordinator and must be able to work independently with minimal supervision.

Typical Duties & Responsibilities:

The duties shall include but are not limited to:

Marketing:

- Assist in identifying and developing marketing and communications strategies for the Tidemark Theatre Society
- Assist as needed with the production and distribution of news releases, press kits, advertisements, brochures, posters, signage, and other promotional and advertising materials for the Tidemark Theatre and its events and activities;
- Monitor media to ensure proper and accurate advertising publication timelines, and coverage of these events and activities;
- Implement the Tidemark Theatre's social media strategy, including but not limited to making regular posts on Facebook, Twitter and Instagram;
- Manage, grow & add value to relationships with key platform partners (i.e. Facebook, Twitter, Instagram)
- Stay attuned to trends and innovations, new platforms and channels to constantly evolve, check and adjust strategy;
- Create and support an influencer program;
- Create, implement and maintain a social media posting schedule;
- Create, manage and publish original, high quality content on behalf of the Tidemark across relevant social media platforms including Facebook, Twitter, Instagram, YouTube;
- Monitor, assess and report social media results on a regular basis as they relate to Marketing goals and objectives;
- Track the growth and impact of social activities and monitor trends, best practices and techniques around social media
- Monitor emerging social media tools to see how they can be incorporated into the Tidemark's marketing strategies
- Create video, imagery and other digital assets;
- Review social and website analytics to uncover new content opportunities;
- Regularly proofread the Tidemark Theatre website;

- Support with miscellaneous projects as needed, including support for events and social posting as required;

Other:

- Maintain and perform record keeping duties as requested;
- Attend meetings, professional development opportunities, and regional conferences as requested;
- Comply with all Tidemark policies and safety procedures;

Qualifications:

- A certificate, degree or diploma in a related discipline (i.e. marketing, social media, communication) is preferred and/or minimum of 3 – 5 years relevant professional experience;
- Strong creative, writing and editing abilities, including ability to communicate with various online audiences using best practices and plain language
- Ability to analyse, problem-solve and navigate digital platforms as they relate to the Tidemark
- Possess a demonstrated ability to organize multiple tasks, set priorities, meet deadlines and work under time constraints;
- Self-starter; able to take initiative and be proactive with respect to helping with various projects in and around the theatre;
- Team oriented, flexible, and adaptable to change;
- Knowledgeable in use of computers, website maintenance, and social media;
- Excellent communication and organizational skills;
- Ability to communicate effectively with a variety of people in a courteous and tactful manner;
- Customer service oriented;
- Proficient in the use of Office 365;
- Proficient with Facebook, Twitter, Instagram, and You Tube;
- Working knowledge of computerized ticketing software would be an asset;
- Good understanding of SEO (Search Engine Optimization)
- Level 1 First Aid an asset;
- World Host and Serving It Right an asset;
- Valid BC Driver's License;
- Willingness to acquire a Criminal Record Check.

Classification: Casual Part time, Union (IATSE Local 168)

Hours of Work: 10-15 hours/week; schedule negotiable including evenings, weekends, and some holidays; hours may fluctuate depending on number of events

Compensation: \$21.62 per hour; 4% vacation pay; 4.5% in lieu of stat holidays; 4% in lieu of benefits

Probationary Period: 3 months

Term of Employment: up to 12 months to cover maternity leave

Closing Date: Open until position filled.

Please email your resume and cover letter to:

Tidemark Theatre
 1220 Shopper's Row
 Campbell River, BC V9W 2C8
 E: manager@tidemarktheatre.com

We thank you for your interest; however, only applicants selected for an interview will be contacted.

Note: In order to be considered, applications must include a cover letter and resume outlining experience and qualifications relative to the position.