

## **Marketing Manager**

**Job Summary:** The Marketing Manager is responsible for marketing ticket sales to various events held at the Chester Playhouse. They will be part of a customer-oriented team that creates a friendly, engaging, and welcoming culture, connecting with patrons across our community, and beyond.

**Reports to:** Chester Playhouse Executive Director

**Member of:** Marketing & Communications Team

### **Primary Responsibilities:**

- Collaborate with the Executive Director in the development of themes, values and messaging for each season of event programming.
- Create and direct marketing strategy on each event, to be implemented by the Communications Manager. This will include specific targets in terms of sales, geographics, as well as growth of social media channels.
- Design and create promotional materials such as posters, flyers, paper advertisements and content for online use, including images. Plan and oversee distribution.
- If confident, script, shoot and edit video content (reels, shorts) to promote upcoming presentations.
- Prepare the weekly e-newsletter, implementing marketing strategy to build awareness for upcoming events.
- Write marketing and communications material for various platforms such as press releases, newsletters, brochures, programs and website material.
- Assist in implementation of strategy as needed, including possible areas such as:
  - Promote Chester Playhouse events and engage with community members through company social media accounts (Facebook, Twitter and Instagram).
  - Manage paid marketing initiatives (ads in print and social media).
  - Support Playhouse initiatives for fundraising and special events.
  - Keep the website updated with shows, events and information as needed.
- Aid in the completion of specific administrative tasks in collaboration with the Executive Director.
- Monitor rates of engagements, sales, etc, and adjust strategies accordingly.
- Other duties as determined in collaboration.

Our ideal candidate would possess the following skills and attributes:

- Impeccable and elegant copywriting skills
- A keen sense of design, and how to convey information in space.
- A passion for sales, and experience in targeted marketing initiatives.
- Strong computer skills with an understanding of Adobe/Canva, Google Drive and Excel.
- Experience in film production and/or video editing.
- Good analytical skills, and strong attention to detail.
- Willing to work flexibly, both independently and as part of a team.
- Passionate about live performances and the arts in general.
- Able to prioritize and work under pressure with good time management skills.
- Experience managing Mailchimp, Meta Business Suite, and Social Media scheduling tools is a strong asset.
- An eagerness to learn about any of the above!

### **Work Environment:**

Our ideal candidate will work in-office at the Chester Playhouse. An opportunity to work remotely will be considered for the right candidate.

**Term:** Full-time

**Salary:** To be negotiated.

**How to Apply:**

Please send a cover letter describing why you are interested in this position and any related work experience, to [andrew@chesterplayhouse.ca](mailto:andrew@chesterplayhouse.ca). Please use the subject: *Marketing Manager*, and include a resume, if you have one.

**Deadline to apply:** We ask for expressions of interest as soon as is convenient, with a deadline of October 25, if possible.