



### **ORGANIZATION DESCRIPTION**

Drayton Entertainment is a registered, not-for-profit charitable organization and one of Canada's most successful professional theatre companies. We present the finest in live theatre for all ages at seven unique venues across Ontario: the Drayton Festival Theatre in Drayton, Huron Country Playhouse (Mainstage and South Huron Stage) in Grand Bend, King's Wharf Theatre in Penetanguishene, St. Jacobs Country Playhouse and the Schoolhouse Theatre in St. Jacobs, and the Hamilton Family Theatre Cambridge.

### **MARKETING & DEVELOPMENT ASSOCIATE**

Job Code            22MD02

Reports to         Director of Marketing & Development

Function            A creative, talented and well-organized individual with demonstrated experience in communications, social media, marketing (digital & traditional) and advertising, the Marketing & Development Associate is responsible for promoting Drayton Entertainment's brand and its productions to communicate the specific messages for the Department that will increase earned revenue and raise the corporate profile.

**Duties and Responsibilities** may include multiple aspects of the following:

- Support the goals of the Department through a variety of efforts including but not limited to digital and traditional marketing, social media, events coordination, advertising, packages, artist relations, administration and more.
- Maintain elements of Drayton Entertainment's website (powered by Audience View), including but not limited to updating content, images, artist information, and more.
- Coordinate and manage components of Opening Night celebrations including maintaining invite lists, developing the annual invitation schedule, creating and deploying invitations, tracking RSVPs, booking seats, preparing acknowledgements, décor and other needs.
- Act as an editor for marketing materials, ensuring meticulous accuracy for spelling and grammar.
- Marketing materials tracking and distribution (theatre guides, flyers, postcards etc.).
- Analyze data offering insight on key performance indicators.
- Assist with community outreach efforts, including representing the organization through opportunities designed to foster public awareness and engagement (backstage tours, festivals, trade shows, and other events).
- Assist with efforts for the Community Support Ticket Program.
- Other duties as assigned.

### **Required Skills and Qualifications**

- Demonstrated enthusiasm for live theatre, and proven track record working with a variety of stakeholders (internal and external).
- College or University degree/diploma in the field of Communications, Marketing, Advertising, or other related discipline or relevant previous experience.
- Lively, engaging and dynamic personality, with superior communication and interpersonal skills.
- Excellent writing skills, along with strong editing skills and astute attention to detail.
- Organization and project management skills.
- Demonstrated competency in Microsoft Office Suite and standard social media platforms.
- Ability to function effectively and collaboratively in a team environment.

**Term:** 37.5 hours per week, Monday to Friday. Please note; given the nature of live theatre, some evening and weekend work may be required.

*This position is based at Drayton Entertainment's Head Office at **46 Grand Ave. S., Cambridge, ON**. Due to the collaborative and fast-paced nature of this department, it is a requirement that this position works onsite, from the office, during standard office hours.*

*Individuals required to work onsite must provide proof of COVID-19 vaccination in accordance with Drayton Entertainment's COVID-19 Vaccination Policy. Accommodations may be requested due to medical exemption.*

### **The Process**

The recruitment process for this role will be two stages:

- 1st stage virtual conversation
- 2nd stage in person conversation
- You may be asked to complete a work based skills assessment or challenge

The closing date for this role is Friday, September 30, 2022, 11:59pm. First conversations are likely to take place the first week of October.

### **How to Apply**

For consideration, interested candidates should respond with a Cover Letter highlighting relevant experience and outlining their love of theatre, along with a CV by September 30, 2022 to:

Natasha Hopf

Human Resources & Artistic Administrator

Email: [natasha@draytonentertainment.com](mailto:natasha@draytonentertainment.com)

**\*Please reference job code 22MD02 in subject line\***

*Drayton Entertainment is committed to inclusion and diversity in hiring, and encourages all qualified candidates to apply. Drayton Entertainment is committed to providing employees with a barrier free work environment that is free of discrimination and harassment. Accommodations are available on request for candidates taking part in all aspects of the selection process.*