



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 Hildebrand Schoolhouse Theatre in St. Jacobs, and the Hamilton Family Theatre Cambridge. We also operate a Youth Academy in Waterloo.

Drayton Entertainment is committed to inclusion and diversity in hiring, and encourages all qualified candidates to apply without regard to age, disability, ethno-cultural identity, sexual orientation, gender identity, or any other historically underrepresented and marginalized identities.

Drayton Entertainment is committed to providing all workers with a barrier free work environment free of discrimination and harassment. If reasonable accommodation is needed to participate in the employment selection process, please reach out directly to Natasha Hopf, Director of Human Resources, at natasha@draytonentertainment.com or 519-621-5511 ext.240 so that we may provide assistance.

MARKETING MANAGER

Reports to Director of Marketing

Oversees Marketing Associates

Function The Marketing Manager orchestrates and oversees the implementation of marketing campaigns and initiatives to support the organization's strategic objectives and sales targets. This role supervises a team of Marketing Associates.

Duties and Responsibilities include:

- Oversee and ensure fulfillment of short-term marketing plans (e.g. individual productions) and longer-term strategies (e.g. Season) as defined by the Director of Marketing and leadership team.
- Ideation of promotional campaigns to support live theatre productions and generate interest in the organization.
- Provide department leadership through the daily supervision and delegation of tasks to Marketing team members, while offering guidance, feedback, and support to ensure the successful execution of projects and plans.
- Demonstrate sound project management by overseeing the creation of marketing collateral including print materials, digital assets, and advertising, working with in-house graphic designers and/or third-party agencies.
- Provide solid organization and creativity as department lead on key publications such as the annual theatre guide, house program, production inserts, and individual theatre flyers.

- Conceive and implement robust processes, and document procedures and best practices, in order to streamline the efficiencies and effectiveness of the Marketing Department.
- Utilize superior spelling, grammar and language skills to act as final editor for the organization, ensuring that all marketing materials meet brand standards and messaging criteria, and are error free.

REQUIRED SKILLS & QUALIFICATIONS

- 3-4 years experience in the field of marketing, preferably in a management position.
- College or University degree/diploma in the field of Communications, Marketing, Advertising, or other related discipline or relevant previous experience.
- Demonstrated creativity and proficiency across multiple marketing platforms: graphic design, video, social media, email marketing, traditional advertising, and/or digital advertising.
- Experience with CMS, analytics tools and basic HTML skills.
- Lively, engaging and dynamic personality, with superior communication and interpersonal skills.
- A “self-starter” with demonstrated time management and project management skills.
- Ability to work effectively and collaboratively in a fast-paced, collaborative team environment.

TERM: Full-time; Immediate Start.

This position is based in-person and on site at Drayton Entertainment’s Head Office at 46 Grand Ave. S., Cambridge.

Due to the nature of the live theatre industry, some evening and weekend work will be required.

HOW TO APPLY

For consideration, interested candidates should respond with Cover Letter & CV by 5:00 pm on Fri, July 11 to:

Jackson McMillan

Director of Marketing

Email: jackson@draytonentertainment.com

We thank all applicants for their interest; however, only those selected for an interview will be contacted.