



### **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](mailto:natasha@draytonentertainment.com) or 519-621-5511 ext.240 so that we may provide assistance.

### **MARKETING ASSOCIATE**

Reports to Director of Marketing & Marketing Manager

Function A creative, talented and well-organized individual with demonstrated experience in communications, social media, marketing (digital & traditional) and advertising, the Marketing Associate is part of a team of professionals responsible for promoting Drayton Entertainment's live theatre productions, events, fundraisers, and brand identity to audiences across the province.

**Duties and Responsibilities** will be geared to the strengths of the successful candidate and may include multiple aspects of the following:

- Visual content creation and curation, achieved through the development and design of a diverse range of print, digital, and video promotional pieces to specifically appeal to, and engage with, a variety of publics.
- Craft compelling and engaging written content for use in print material, email communications, our organization's website, social media posts, and more – all to showcase our unique offerings.
- Harness the capabilities of Drayton Entertainment's robust theatre patron database to speak to, and connect with, specific audience segments via effective email marketing.
- Develop and execute comprehensive traditional advertising campaigns through television, radio, and print. This is complemented by innovative digital advertising campaigns across multiple platforms, including Meta (Facebook/Instagram), Google, Spotify, and more.

- Foster relationships with followers and fans by creating and scheduling fun and interactive content across multiple social media platforms.
- Cultivate relationships with media outlets, journalists, bloggers, and influencers as part of a comprehensive publicity strategy including interviews, contesting, and reviews to enhance awareness and increase brand visibility.
- Work with Creative Teams, Designers, and Artists to develop high-quality marketing content that speaks to the inherent magic of live theatre.

### **REQUIRED SKILLS & QUALIFICATIONS**

- College or University degree/diploma in the field of Communications, Marketing, Advertising, or other related discipline or relevant previous experience.
- Enthusiasm for live theatre and the arts, with a passion for storytelling and engaging audiences through compelling content.
- Demonstrated creativity and proficiency in content creation and campaign management across one or more marketing platforms (graphic design, video, social media, email marketing, traditional advertising, digital advertising).
- Lively, engaging and dynamic personality, with superior communication and interpersonal skills.
- Excellent writing skills, along with strong editing skills and astute attention to detail.
- Experience with Content Management Systems considered an asset
- 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](mailto:jackson@draytonentertainment.com)

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