



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 and Playhouse II in Grand Bend, King's Wharf Theatre in Penetanguishene, and St. Jacobs Country Playhouse and the Schoolhouse Theatre in St. Jacobs, and the Hamilton Family Theatre Cambridge. In 2022, we launched a permanent Youth Academy in Waterloo that offers training in the performing and technical arts from seasoned theatre professionals.

MARKETING & DEVELOPMENT ASSOCIATE:

Function: The Marketing & Development Associate efficiently executes the day-to-day operation of Drayton Entertainment's digital marketing campaigns. Reporting to the Director of Marketing and Development and working with three other team members in the Marketing & Development department, this role supports all production, philanthropic, and Youth Academy marketing initiatives.

Areas of Responsibility

Digital Marketing:

- Create, track, and optimise integrated marketing campaigns across all owned digital channels for single-ticket, season, fundraising, youth academy, and other organizational campaigns to support brand, enrollment, revenue, and ticket goals.
- Execute the Email Marketing strategy, including methods to acquire, convert, reactivate, and engage the email subscriber base. Maintain comprehensive email reporting practices and deliver optimized campaigns that hit revenue and ticket goals.
- Create all emails in MailChimp ensuring that content is error free, brand standards are met and are in compliance with AODA (alt image tags, plain text, etc.), and ensure links work and landing page content is accurate.
- Maintain and clean databases in AudienceView and Mailchimp to ensuring CASL compliance and accuracy.
- Execute email deployment ensuring that patron list is CASL compliant.
- Drive traffic and sales through digital advertising campaigns across multiple platforms including Facebook, Instagram, Twitter, YouTube, and other digital outlets including Google AdWords and AdGrants.
- Analyse and track ad performance adjusting campaigns to maximize engagement and conversion.

Website Content and AudienceView Management:

- Create, proof, publish and manage the day-to-day maintenance of all customer facing web pages on Drayton Entertainment's official website, and the Drayton Entertainment Youth Academy's official website.
- Manage and optimize SEO on individual show pages, general information pages, theatre pages, youth academy pages, and season information pages.
- Maintain configuration data in the AudienceView ticketing system including event information such as performance names and price types.
- Participate in the redesign of the theatre's website, providing input on UX Design, content flow, and organization based on current best practices, and liaise with external design firm.
- Build, test, and proof ticketed events including fundraising performances, and private rentals, ensuring all dates, times, prices, and fees are accurate.
- Promo code building and associating to related price types and performances, building bundles, providing code to embed promo codes in URL links.

Reporting

- Create and execute AudienceView Business Intelligence Reports to create segmented lists for email marketing.
- Generate end-user reports from AudienceView as required, including sales reports and other analytical or tracking Business Intelligence reports.
- Generate daily Ticket Sales reports and issue to senior management team.
- Analyse and measure effectiveness for all digital campaigns, including statistical information for website, social media and other digital activities, and provide audience insight and business intelligence to inform future marketing and communications campaigns.
- Manage, collate and report on SEO, PPC, AdWords, social media and other digital ads using analytics software such as Google Analytics.

This is not an exhaustive list of duties and the Theatre's management may, at any time, allocate other tasks which are of a similar nature or level.

Required Skills

- Demonstrated enthusiasm for live theatre is a must!
- College or University degree/diploma in the field of Communications, Marketing, Advertising, or other related discipline or relevant previous experience.
- Basic graphic design skills in order to manipulate artwork sizes and populate email campaigns.
- Solid understanding of; digital assets, including rich media online ads, WordPress, social media applications; web metrics, digital analytics, and the ability to generate, analyze and interpret data.
- Proficient with Adobe InDesign, Adobe Photoshop, CSS, HTML, Mailchimp, and Wordpress.
- Experience in the Google suite of applications including Google Ads and Google Analytics.
- Excellent writing skills, along with strong editing skills and astute attention to detail.
- Ability to work on multiple projects/tasks at one time.

Terms

Hours: 37.5 hours per week, inclusive of breaks, Monday to Friday. Given the nature of live theatre, some evening and weekend work may be required.

Location: Drayton Entertainment's Head Office at 46 Grand Ave. S., Cambridge.

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 **Thursday 12 July 2022, 11.59pm**. First conversations are likely to take place **Thursday 14 July**.

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 July 12, 2022 to:

Natasha Hopf

Human Resources & Artistic Administrator

Email: natasha@draytonentertainment.com

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.