



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 22MD01

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:

- Act as a primary editor for the organization ensuring that all marketing-related materials are on message and error free demonstrating keen attention to detail and superb spelling, grammar and vocabulary. Examples include but are not limited to:
 - Marketing Materials: Press Releases, Direct Mail letters
 - Artistic: Program Inserts, Artist Bios Online, Youth Musical Theatre Program Materials
 - Front of House: Signage, Lobby Assets
- Proof external communications before publication, as required (Email Marketing, Website Copy)
- Build and maintain a content bank of copy, storylines, images and videos that chronicle what is taking place on and around our stages *and Youth Academy*.
- Lead the development, implementation, and management of company-wide short and long-term communication and story-telling strategies, plans and narratives, both internally and externally, to maximize media coverage and public awareness of key initiatives.
- Research and prepare channel-ready content on a daily basis - through writing and interviewing artists, creators, patrons, donors, youth, sponsors, and stakeholders – for Drayton Entertainment's owned communication channels (social media, website, blog, email, print) and aligning with the editorial calendar.
- Engage creative teams to identify and develop content.

- Provide high-level content that can be used as a template to repurposed and reused across multiple channels and assets (social media, video, email, etc.).
- Author and gather content for study guides and digital programs for each production.
- Coordinate the design, approval and delivery of digital show programs ensuring that licensing requirements, billing, and other contractual requirements are upheld and included (including artist bios, sponsorship recognition, and advertising).
- Provide proofing services for communications across the organization to ensure accuracy, clarity, and consistency.
- Draft company memos and write communications and marketing copy as needed (including the communication of special offers, promotions, discounts, and on sale plans to Box Office and Audience Services).
- Provide grant / sponsorship proposal writing support, as required.
- 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

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.