



### **DRAYTON ENTERTAINMENT 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.

### **DRAYTON ENTERTAINMENT YOUTH ACADEMY MISSION**

The Drayton Entertainment offers arts education through the training hub of its state-of-the-art training facility. Its mission is to provide performing and technical arts training opportunities anchored in the Drayton Entertainment brand of live theatre excellence, facilitated by professional industry mentors. It is committed to generational change and aims to dismantle the financial, cultural and physical barriers that have traditionally existed in arts education.

### **DRAYTON ENTERTAINMENT YOUTH ACADEMY MARKETING & DEVELOPMENT ASSOCIATE**

Reports to General Manager, Drayton Entertainment Youth Academy & Director of Marketing and Development, Drayton Entertainment

Function A creative, talented and well-organized individual with demonstrated experience in communications, social media, marketing (digital & traditional), advertising, and fundraising. The Marketing & Development Associate is responsible for promoting the Drayton Entertainment Youth Academy's brand and its programs to communicate specific messages that will increase enrolment, engagement and participation to elevate the Academy's profile. The Marketing & Development Associate is responsible for managing strategic activities related to the cultivation, solicitation, and stewardship of donations, ensuring supporters are inspired by the Academy's vision, mission, and values.

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

**Marketing**

- Create and implement comprehensive marketing strategies to raise awareness of the Youth Academy and its programs, utilizing both digital and traditional channels.
- Create and implement engaging content for social media platforms, website, newsletters, and other marketing materials to effectively communicate the Academy's offerings and benefits.
- Devise innovative ways to promote all programs, including the annual High School Project to Academy participants and families, the media, stakeholders, and to the general public to increase enrolment and participation, as well as audience attendance.
- Cultivate relationships with local media outlets and community partners to maximize visibility and coverage of Youth Academy events and initiatives.
- Coordinate the creation, distribution and tracking of marketing materials such as posters, flyers, and brochures to target audiences.
- Collaborate with program staff and graphic designer to ensure marketing materials accurately represent the Academy's mission and values.
- Maintain and update elements of the Drayton Entertainment Youth Academy website to ensure current and relevant information for prospective students and families.
- Lead the creation and distribution of press releases, media kits, and other promotional materials to generate interest and engagement.
- Assist in editing marketing materials, ensuring meticulous accuracy for spelling and grammar.

**Development**

- Research and identify potential donors, sponsors, and grant opportunities aligned with the Academy's goals and objectives.
- Support the development of fundraising strategies and campaigns to secure financial support for program growth and sustainability.
- Develop plans and priorities that support the greater Equity, Diversity and Inclusion initiatives of the Drayton Entertainment Youth Academy.
- Procure sponsorships, provide evidenced-based grant writing assistance, and solicit donor support for all programs, including the annual High School Project, increasing year-over-year earned revenue.
- Manage donor and sponsor databases, tracking contributions and ensuring timely acknowledgement and recognition.
- Coordinate special events, donor stewardship activities, and fundraising initiatives to engage and cultivate support from donors and sponsors.
- Assist in creating compelling grant proposals, sponsorship packages, and fundraising appeals to attract support from external sources.
- Participate in donor cultivation and solicitation efforts, including donor meetings and presentations to showcase the impact of their contributions.
- Support community outreach efforts by representing the Academy at various events and activities designed to foster public awareness and engagement.
- Other related duties as assigned.

Please note: Due to the nature of the industry, some evening and weekend work will be required.

## **Required Skills and Qualifications**

- Demonstrated enthusiasm for arts education.
- College or University degree/diploma in the field of Communications, Marketing, Advertising, or other related discipline or relevant previous experience.
- Previous experience in marketing, fundraising, and/or development, preferably in a non-profit.
- Excellent writing skills, along with strong editing skills and astute attention to detail.
- Proficiency in social media management, content creation, and digital marketing tools.
- Graphic Design skills are an asset.
- Excellent organizational skills, with the ability to manage multiple projects and deadlines.
- Demonstrated ability to work independently as well as collaboratively in a team environment.
- Knowledge of donor cultivation and stewardship best practices.
- Flexibility to work occasional evenings and weekends for events and meetings.

**Term:** Full-time; Immediate Start.

*This is an in-person, onsite position based at the Drayton Entertainment Youth Academy in **Waterloo, ON.***

*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.*

For consideration, interested candidates should respond with Cover Letter & CV by April 3, 2024 to:

Natasha Hopf

General Manager, Drayton Entertainment Youth Academy

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

**\*Please reference the job title in your email subject line and cover letter**

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