



### **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.

### **DIRECTOR OF MARKETING**

Reports to Executive Director

Function The Director of Marketing is responsible for leading a team of professionals in the promotion of Drayton Entertainment's live theatre productions, events, fundraisers, and brand identity to audiences across the province. A strategic thinker, the Director of Marketing will conceive, create, and execute marketing plans that support the immediate and long-term objectives of the organization as they relate to earned revenue goals, audience growth, and audience diversification.

### **Key responsibilities include:**

- Work with the leadership team, as well as Creative Teams, Designers, and Artists, to develop high-quality marketing content that speaks to the inherent magic of live theatre.
- Envision, develop, manage, implement, and evaluate the overall marketing strategy and budget, encompassing individual plans for traditional (radio, print, TV, direct mail) and digital (website, email, SEM, social media) marketing efforts, as well as all facets of publicity and promotion.
- Manage and mentor Marketing team members (including Marketing Manager, Marketing Associates, Group Sales, and in-house Graphic Designer), while coordinating the department's work effort to meet project timelines.
- Oversee all marketing-related communications, including a compelling range of print, digital, and promotional pieces to specifically appeal to, and engage with, a variety of publics.
- Approve all print, digital, and other marketing materials, ensuring alignment with organizational objectives, values, and branding. This includes upholding licensing requirements, billing, and/or other contractual requirements.
- Oversee the design, UX functionality, content development, and maintenance of the organization's website as a driver of revenue, awareness building, information dissemination, and public relations.

- Establish key relationships with vendors and suppliers (e.g. ad agency, website agency, printers, photographers, etc.)
- Liaise with other departments, including Artistic, Development, Groups, and Front-of-House, to fulfill their marketing needs, as well as provide strategic marketing support and advice to Marketing staff at the Drayton Entertainment Youth Academy.
- Grow audiences by creating initiatives to introduce and develop designated audience segments such as families, youth, young professionals, and specific geographic markets, with corresponding pricing strategies and promotional offers to realize sales targets.

### **QUALIFICATIONS**

This is a fast-paced role that requires the candidate to be proactive and demonstrate a high degree of leadership, flexibility, and initiative. Other skills include:

- Demonstrable experience in marketing, brand activation, and digital strategy relative to the position's deliverables.
- A post-secondary degree in a relevant field, or a combination of education and experience.
- Proven experience in developing and implementing strategic marketing communications plans.
- Strong management and decision-making abilities.
- Excellent communication skills.
- Experience with budgeting.
- Knowledge of agency processes, briefing, and creative development.
- Experience working in a non-profit arts environment or charitable sector an asset.
- Experience in working collaboratively with senior leaders and management.

### **TECHNICAL SKILLS**

Experience with the following platforms and software programs is an asset:

- Adobe Creative Suite including InDesign, Photoshop, Illustrator, Acrobat
- A comprehensive email marketing platform like MailChimp or similar
- Google platforms including Analytics, Tag Manager, Ads
- Social media including Facebook Business Manager, Instagram, Twitter
- A Customer Relationship Management system
- Understanding of web design principles along with basic HTML and CSS

**TERM:** Full-time

*Start date is negotiable, depending on the schedules of both parties, but may be immediate.*

*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 Fri, Nov 1, 2024 to:

Natasha Hopf

Director of Human Resources

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

\*\*\*Please List "Director of Marketing" in the Subject Line

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