

Marketing Coordinator (CSJ)

(Part-Time Hourly Position / 16 week contact)

Canada Summer Jobs

ABOUT THE CAPITOL

The National Historically Designated Cameco Capitol Arts Centre is located just 1 hour from Toronto in beautiful and historic Port Hope. One of Canada's first "Talking Picture Houses", built in 1930 and in operation as a multi-entertainment venue since 1995, the Capitol has enjoyed growth over the past five years and is poised for the next chapter in its evolution. The Capitol draws top industry talent for its professional productions as well as highly talented locals for our community initiatives in two performance spaces. Operating year round, the Capitol offers Live Theatre, Concerts, TIFF Films, HD Opera and much more via two performance spaces.

The Capitol theatre is seeking a candidate for the position of **Marketing Coordinator**. These positions are funded by the Canada Summer Jobs Program, and are available to applicants between the ages of 15-30 years old. The Canada Summer Jobs Program is traditionally offered for employment opportunities throughout the summer months however due to the Covid-19 pandemic, the funding for this program has been extended to accommodate positions with a **maximum contract of 16 weeks** from employment start date **through Feb 28th, 2020**.

PRIMARY FUNCTION

Reporting to the Managing Director, this is an amazing opportunity for young people who love the theatre, are friendly and have strong computer skills. This exciting role will offer a young professional the opportunity to work under the mentorship of the Managing Director to develop, implement and review marketing strategies and campaigns. As a not-for-profit organization, campaigns and events attracting new patrons, donors and sponsors will be a large focus. A successful candidate will work well in a fast paced environment and have the ability to work closely with other Capitol Theatre team members to deliver a one-of-a-kind experience to our visitors and the community.

DETAILED DUTIES & RESPONSIBILITIES

- Track effectiveness and assist in evaluation of marketing and promotional efforts to inform future efforts
- Assist to build sponsorship and promotional packages, materials and tracking documents
- Communicate new promotions, initiatives and show schedules with internal and external stakeholders
- Research potential promotions and media partnerships
- Manage inventory and ensure proper stock of rack cards and brochures in-house and in external distribution areas.
- Update and gather marketing sales and trends reports
- Represent the brand while communicating with community establishments to build relationships
- Work with customers, clients and suppliers to negotiate promotional partner agreements
- Coordinate deliverable marketing and promotional plans
- Build timelines related to marketing events and coordinate with vendors
- Create written correspondence around events to include invites, way-finding signage and post event announcements

NECESSARY QUALIFICATIONS

Education:

Experience: Past experience in a similar role, education in Marketing & Communications, Promotions, Sales or Event Management. Knowledge and experience in marketing design systems are an asset.

Skills

- Knowledge and experience using social media platforms, online marketing tools and/ or marketing campaign development and implementation
- Written and oral communication by telephone and email
- Customer Service - this position is a customer facing role and requires friendly and professional conduct at all times
- Collaboration - must work well with other box office agents and front of house teams
- Strong communication and interpersonal skills with the ability to communicate with people in a diverse environment
- Strong Proficiency in Microsoft Office Suite (Excel, Word) and GSuite (Cloud Computing, Google Docs)
- Occasional physical effort may be required to assist the team in setting up the theatre for events.

Hours & Compensation: This position is full or part time, comprising 280 hours spread over an 8-16 week period. This position is funded by the Canada Summer Jobs Program, and is available to young people between the ages of 15-30. This position requires availability during regular business hours, evenings and weekends. There is some flexibility regarding availability, though there will be key time periods where availability is required. The chosen candidate will be expected to work **15-35hrs/week**. Hourly wage of **\$16hr**.

How to Apply: Interested candidates should email their CV to jobs@capitoltheatre.com and include **Marketing Coordinator (CSJ)** in the subject line. The Cameco Capitol Arts Centre is actively interested in supporting BIPOC peoples and members of the LGBTQ+ communities and we encourage members of those communities to apply. We thank applicants for their interest, however, only those advancing in the process will be contacted.