

We're Recruiting For...

Marketing Manager/ Interim Sales Manager

Reporting to the Director of Marketing & Communications, the Marketing Manager is responsible for the implementation portion of web and traditional marketing campaigns at Confederation Centre of the Arts, and will also play a role in the strategic direction of the Centre's Marketing Plan. The Marketing Manager will also plan and manage an approved budget for the department.

This is a dynamic position working closely with a large team that includes staff from graphic design, social media, communications, development, IT, arts programming, finance, and administration. Organizing the production and delivery of all assets related to marketing, and promoting the many activities at the Centre, the Marketing Manager leads in executing and delivering on the marketing strategy and goals of Confederation Centre of the Arts.

Duties of the Marketing Manager will include, but are not limited to:

- Development and implementation of web marketing campaigns and e-marketing solutions to grow the Centre's web profile. These include SEO, SEM, Geofencing, Google adwords, YouTube, Remarketing, Programmatic Buy, Content Solutions, as well as monthly and targeted e-news
- Manage updates for the Centre's website and liaise with IT staff, other departments, and external support vendors where necessary
- Assist in the purchasing and schedule development of signage, digital media, and traditional media including but not limited to radio, newspaper, print
- Lead the development and implementation of contests and promotions, such as season launch sales, gift card campaign, show promotions, and work with sales manager to secure prizes and corporate partnerships
- Work with graphic designers in the coordination of marketing collateral
- Liaise with Box Office, Gallery, Theatre, Arts Education and other departments to develop marketing promotions and ensure clear communications
- Assist in prioritizing Graphic Designer's projects as requested and managing workflow, assisting directly on digital assets
- Support the Director of Marketing & Communications in external relationship and partnership development with Special Promotions/Requests from Tourism PEI, Tourism Charlottetown, Atlantic Canada Tourism Partnership, Chamber of Commerce, Discover Charlottetown, and other related organizations



- Provide input to strategic marketing direction for the Centre, working with the Director of Marketing & Communications; conduct research, evaluate demand, and identify target audiences and ways to reach those audiences
- Assist the Director of Marketing & Communications on developing ways to engage new audiences and diverse populations and build brand awareness
- Communication with a wide range of stakeholders (internal and external) in writing, by phone, and in person
- Participation on Centre committees or working groups as required
- Modeling the Centre's Organizational Values & Leadership Behaviors in all aspects of the work

Duties of the Interim Sales Manager will include, but are not limited to:

- Lead the tourism outreach efforts of CCOA through liaising with various tourism organizations, associations and operators
- Develop package incentives to include for all Centre experiences
- Sell ads for printed assists
- Promote the Centre for event rentals and Food & Beverage catering services

The ideal Candidate will have:

- 7 years or more of progressive experience leading to a senior role in Marketing
- Bachelor's or Master's Degree in Marketing or Business Administration or equivalent combination of education and experience in a related field
- Advanced level of proficiency with the English language for speaking, reading, writing, and comprehension in a professional setting; ability to communicate, present, and engage with a variety of audiences and diverse populations
- Previous experience managing promotions for major fundraising campaigns
- Demonstrated knowledge of current marketing trends across multiple platforms
- Goal oriented and flexible, with demonstrated ability to handle many projects at once

The following would be considered an asset:

- Knowledge of, or previous experience working in the Arts, particularly Theatres, Art Galleries, Museums, or Arts Education
- Experience in Graphic Design, Illustrator/Photoshop skills
- Experience with operating Spektrix
- Experience working with a ticketing software





- Bilingualism (French/English)

How To Apply

By email to the attention of Sam Doyle, HR Manager at careers@confederationcentre.com or in hard copy during regular business hours at the Security Desk of the Administration Offices located at **145 Richmond Street** in Charlottetown.

Confederation Centre of the Arts is committed to providing equal opportunities in employment. We welcome and encourage applications from people with disabilities and upon request will accommodate candidates taking part in all aspects of the recruitment and selection process.

Closing Date: 4pm Friday, January 8th 2021

