

We're Recruiting For...

Marketing Manager

Reporting to the Director of Marketing & Communications, the Marketing Manager is responsible for the implementation of web and traditional marketing campaigns at Confederation Centre of the Arts, and will assist the Director with the strategic evolution of the Centre's Marketing Plan. With the Director, the Marketing Manager will also build 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 the execution and delivery of the marketing goals of Confederation Centre of the Arts.

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

- Lead 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;
- Manage updates for the Centre's website and liaise with IT staff, other departments, and external support vendors where necessary;
- 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;



- 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;
- Communicate with a wide range of stakeholders (internal and external) in writing, by phone, and in person;
- Participate on Centre committees or working groups as required;
- Model the Centre's Organizational Values & Leadership Behaviors in all aspects of the work.

The ideal Candidate will have:

- Four years or more of progressive experience 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;
- 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

Interested candidates should submit their résumé and covering letter, detailing their qualifications as they relate to the position, to the attention of John Mooy, Director of Human Resources, by email 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.

We appreciate the interest of all applicants for this position. However, only candidates selected for an interview will be contacted.





CONFEDERATION CENTRE OF THE ARTS
CENTRE DES ARTS DE LA CONFÉDÉRATION

145, rue Richmond,
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145 Richmond Street T (902) 628.1864
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Confederation Centre of the Arts is committed to promoting an inclusive workplace. We encourage applications from under-represented communities including racialized persons, new Canadians, or persons with a disability. When requested, we will provide accommodations to candidates for all aspects of the recruitment and selection process.

Closing Date: 5pm Friday, March 11, 2022



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