

We're Recruiting For...

Marketing 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. 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:

- Leading the purchasing and coordination of signage, digital media, and traditional media including but not limited to radio, newspaper, print.
- 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.
- Provide oversight and management of Centre social media and graphic design functions.
- Implementing 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.
- Managing updates on the Centre's website and liaising with IT staff, other departments, and external support vendors where necessary.
- Leading the implementation of contests and promotions, such as season launch sales, gift card campaigns, show promotions
- Liaising with Box Office, Gallery, Theatre, Arts Education, and other departments to develop marketing promotions and ensure clear communications.
- 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.
- Modeling the Centre's Organizational Values & Leadership Behaviors in all aspects of the work.

The ideal candidate will have:

- Bachelor or diploma level education in marketing and/or at least five years of progressive experience in traditional and digital marketing.
- In-depth knowledge of Wordpress, Google Analytics, Facebook Pixel and other analytical software
- Proficiency in Google ads and other digital advertising platforms.
- Demonstrated knowledge of current marketing trends across multiple platforms.
- A demonstrated ability to handle many projects at once while being goal oriented and flexible.

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.
- 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 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 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: Friday, April 29, 2022