

Director of Marketing

Reporting to the Chief Financial Officer, the Director of Marketing is responsible for the strategic planning and execution of all marketing for Confederation Centre of the Arts. As a member of the leadership team for the Centre, this senior manager works to support all departments on developing marketing strategy and leads a team of staff executing the day-to-day marketing tasks to align with the institutional strategic priorities. The Director ensures brand consistency and is responsible for budget planning and management for the department.

The Director's responsibilities include, but are not limited to:

- Lead the strategic marketing direction for the Centre;
- Manage a marketing team, empowering them to deliver in a fast-paced, high-volume environment;
- Provide direction and strategy to grow the audience and engagement of brand;
- Develop brand consistency across multiple program areas of the organization;
- Development and implementation of web marketing campaigns and e-marketing solutions;
- Create master plans for marketing and ensure successful delivery by department staff;
- Oversee updates for the Centre's website and liaise with IT staff, other departments, and external support vendors where necessary;
- Oversee purchasing and schedule development of signage, digital media, and traditional media including but not limited to radio, newspaper, print;
- Work with the Director of Communications & Community Engagement in external relationship and partnership development;
- Work with the senior management team; conduct research, evaluate demand, and identify target audiences and ways to reach those audiences.

Candidates must have:

- Bachelor's degree in Marketing or related discipline;
- 8+ years of experience in a Senior Marketing role, of which 3+ years must be in a proven leadership role;
- Progressive experience in traditional and digital marketing, search engine optimization, out-bound and in-bound marketing techniques, customer funnels, and content creation;
- Strong ability to think strategically, creating clear goals and breaking down the tasks into actionable and achievable plans;
- Proficiency in digital marketing tools, CRM systems, and analytics platforms;

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- Strong knowledge of current marketing trends across the industry;
- A demonstrated ability to handle multiple projects at once while being goal oriented and flexible.

The following would be considered an asset:

- Knowledge of, or previous experience working with, Theatres, Art Galleries, and/or Museums is considered an asset
- Bilingualism (French/English)

Compensation Range: \$75,000.00-\$95,000.00 per annum

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 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 accommodation to candidates for all aspects of the recruitment and selection process.

Closing Date: 4pm Friday, November 29, 2023