

## **JOB DESCRIPTION**

### ***Digital Marketing Coordinator*** **Theatre Calgary**

Reporting to the Associate Director of Marketing, the Digital Marketing Coordinator at Theatre Calgary will play a key role in developing and implementing Theatre Calgary's marketing and communications strategies. You will work closely with a highly creative team to assist in the production of powerful marketing initiatives that drive greater brand awareness, audience development, sales and global recognition among audiences that positions Theatre Calgary as an industry leader.

This full-time position will work closely alongside the Director of Media Relations, Marketing & Communications Coordinator, Video Content Manager, and the Associate Director of Marketing to manage the planning and execution of Theatre Calgary's social media strategy and digital marketing tactics. We are seeking a creative individual who is enthusiastic about digital storytelling. This is a hybrid position, working primarily Monday to Friday. Some evening and weekend work may be required based on event or project needs.

#### **Key Responsibilities**

- Create relevant and engaging text, video and image content for various social media platforms.
- Lead the development of a robust digital content strategy working with a variety of internal and external stakeholders.
- Manage digital advertising, specifically Meta and Google Ads.
- Research target audiences and monitor current social media trends.
- Respond to audience questions across all social channels, working with the marketing and communications team to provide consistent answers.
- Upload content developed by the Video Content Manager to YouTube and other platforms.
- Attend media calls, Opening Night, and other events to generate high quality video content for Instagram and TikTok.
- Monitor audience engagement on social media platforms, measuring success and ROI.
- Develop optimal posting strategy including timing, creative and brand representation.
- Enhance brand visibility through strategic partnerships and influencer relationships.
- Collaborate freely with the department as needs and goals arise.
- Other duties as assigned.

#### **Preferred Qualifications**

- 1-3 years of experience in marketing or digital communications role working in non-profit arts organizations or similar.
- Excellent interpersonal, written, verbal and content creation (design, editorial) skills.
- Solid computer skills MS Office, adobe, web analytics and Google.

- A collaborative mindset.
- Proven ability to work with cross functional teams and ability to maintain a strong network of industry partners and suppliers.
- Strong time management, ability to multi-task and organizational skills.
- An artistic background is an asset, as is previous experience with and in theatre.
- A good working knowledge of Adobe Creative Suites, SharePoint, Google Docs and Analytics and Canva is an asset.
- Experience with Tessitura or other CRM software is an asset.

## Salary and Benefits

Annual Salary: \$50,000 – \$55,000 pending experience and proven qualifications

After an initial probationary period of 3 months, you will be eligible to join our group RRSP with employer matching. Theatre Calgary also offers an extensive benefits package, unlimited vacation, as well as a flexible hybrid remote work environment. The details of our hybrid work environment will be discussed during the interview process.

## About Theatre Calgary

Theatre Calgary's vision is to stand amongst the best theatres globally as a leader in innovative, impactful and diverse programming. Our mission is to stimulate, provoke and delight through ambitious programming created to ignite local, national and international engagement in a sustainable manner. Theatre Calgary reflects the communities, the country, and the world we live in with ambitious programming, passionate community engagement and extraordinary productions. For more than 50 years, we have focused our energy on providing our community with the highest level of classic and contemporary plays, featuring the best artists from Calgary and across the country.

Theatre Calgary encourages applications from our diverse community. Theatre Calgary is committed to equity, diversity, and inclusion. We recognize that increasing the diversity of our staff, on all levels, is integral to accomplishing this objective. We are creating policies, practices, and programs that work toward the goal of dismantling systemic racism. We welcome all applications from women and gender nonconforming people, people of color, indigenous peoples, people with disabilities, and people of all sexual orientations, and all others who may contribute to the further diversification of Theatre Calgary.

In the spirit of reconciliation, Theatre Calgary acknowledges that we live, work and create on the traditional territories of the Blackfoot Confederacy (Siksika, Kainai, Piikani), the Tsuut'ina, the Îyâxe Nakoda Nations, Métis Nation of Alberta, districts 5 & 6, and all people who make their homes in the Treaty 7 region of Southern Alberta. They were the original occupants of this land and continue to be here to this day. Theatre Calgary is grateful to have the opportunity to present in this territory.

Please submit applications to: [careers@theatreocalgary.com](mailto:careers@theatreocalgary.com)

We thank all those expressing interest in the role but only those selected for interview will be contacted.

## Closing Date for Applications:

June 11, 2025 at 11:59 pm. Subject to extension if necessary.

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