

Western Canada Theatre is searching for our next **Director of Marketing & Communications**. The Director will be creative and motivated, ready to take responsibility to harness brand, digital, social media & traditional marketing, with an ability to focus on data to measure success. Over their tenure, the Director will develop & articulate a marketing vision that supports and promotes the artistic & organizational aims of the theatre, and will be able to create & execute a plan to deliver on that vision. Working in close partnership with the Artistic & Managing Directors, the Director will also collaborate with senior staff, external stakeholders and members of the public, making the best use of limited resources to achieve results.

The Director has overall responsibility for all marketing & communications strategies, including:

- Brand & Traditional Marketing
- Digital content and social media
- Ticket Sales
- Marketing Team Development

#### **Ideal Training, Experience & Skills**

- Demonstrated experience in communications and marketing
- Experience or interest in graphic design, website design, digital marketing or digital content creation
- Experience in social media strategies and processes;
- Self-motivated, able to work under minimal supervision, and with strong collaborators;
- Written & verbal communication skills;
- A well-organized, efficient user of time, with the ability to get things done;
- Strong interpersonal skills, tact and diplomacy – able to respond in a positive and helpful manner to a variety of stakeholders;
- Strong supervisory skills; able to lead & mentor staff and make decisions;

#### **Also an Asset**

- Working knowledge of IT software applications in marketing, that could include CRM, graphic design, video editing, website/HTML design, or Microsoft Office
- Appreciation for theatre, WCT, and the role we play in the community.
- Experience in photography or videography

For a full position description, and for application instructions, please visit [www.wctlive.ca/postings.htm](http://www.wctlive.ca/postings.htm)

Submissions accepted until March 5, 2021.

*Western Canada Theatre tells our stories on the traditional & unceded territory of Tk'emlúps te Secwepemc, whose people are the traditional stewards of this land. WCT is committed to diversity in the workplace and we encourage all qualified candidates to apply and to self-identify if they so choose. We hope to receive applications from candidates with a broad range of backgrounds. We are also committed to a safe & respectful workplace, free from discrimination, harassment, bullying, or other forms of oppression.*