

canadianstage

Matthew Jocelyn, Artistic & General Director

POSITION TITLE: Director of Marketing & Communications
STATUS: Full-time permanent
START DATE: Immediately

THE POSITION

Canadian Stage, one of Canada's leading professional non-profit theatres, is searching for a Director of Marketing & Communications. In addition to creating and implementing creative strategies that strengthen ticket sales, patron loyalty, community engagement and the use of diversified media and platforms, this senior executive will play an active role on the senior management team.

Canadian Stage's Director of Marketing & Communications reports to the Managing Director and is responsible for the development and implementation of highly-developed marketing and sales, audience service and digital/social media initiatives that support the continued success of the Canadian Stage vision under Artistic & General Director Matthew Jocelyn and Interim Managing Director Sherrie Johnson.

The Director of Marketing & Communications will inspire and oversee the marketing and communications department, composed of:

- Associate Director of Communications
- Associate Director of Marketing
- Associate Director of Audience Services
- Graphic Design Manager
- Digital Marketing Coordinator
- Patron Systems Administrator
- Audience Services Managers, Supervisors and Representatives
- Sales Managers and Representatives
- Front of House Managers

The Director of Marketing & Communications will ensure the strength of Canadian Stage's sales and brand across broad market segments, developing and managing sales optimization initiatives, and expanding audience development prospects through a strategic approach to Canadian Stage's marketing and communications programs. It is Canadian Stage's intention to hire the successful candidate at the earliest opportunity.

THE OPPORTUNITY

Canadian Stage is seeking an experienced, senior marketing director who can lead a diversified team and continue to create bold, new strategies to engage and develop a growing audience. The theatre's marketing and communications team collaborates closely with development staff to implement integrated strategies that honour and strengthen audience loyalty.

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Key focus areas for the Director of Marketing & Communications include, but are not limited to:

Marketing Strategy and Creative Services

Envision, develop, execute, and evaluate overall marketing and communications goals and related strategic initiatives. Oversee all creative strategies to inspire a creative direction that is a bold, dynamic and unique expression of Canadian Stage's voice and image.

Digital Marketing and CRM

Develop and maintain Canadian Stage's online marketing presence with an emphasis on online advertising, website development and analytics, social media. Use audience data and research to inform, direct and evaluate marketing tactics. Be the privacy officer of the organization, upholding the security and protection of audience data in accordance with current privacy and anti-spam laws.

Subscription and Single Ticket Sales

Retain the existing audience base and work to expand audience development prospects through the growth of both the subscription and single ticket revenue. Responsible for strategic and tactical planning, forecasting and budgeting, tracking and reporting, and optimizing all operational sales channels including box office, front of house, telesales and online.

Media Management

Oversee the management of both internal public relations personnel and external public relations agencies, providing strategic messaging for the promotion of Canadian Stage's programming.

Audience Relations

Expand the definition of and continuously improve on the relationship between Canadian Stage and its subscribers, donors, single ticket buyers, and groups.

Partnership Marketing and Brand Development

Develop marketing partnerships, which leverage Canadian Stage's assets, to reach beneficial marketing goals. Further develop Canadian Stage's brand locally, nationally, and internationally, developing new marketing tactics that further support audience development and company recognition.

KEY RESPONSIBILITIES

- Envision, develop, manage and implement overall strategic marketing, media and communications plans; including print, outdoor, digital, direct mail and email, inbound and outbound phone sales, public relations, social media, season subscription and renewal campaigns, audience research and new subscriber initiatives;
- Plan, supervise, administer and evaluate sales and engagement programs that meet or exceed attendance and revenue goals;

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- Maximize the visibility of the theatre consistent with institutional policies and long-range objectives;
- Direct overall customer service strategies ensuring the highest level of customer service and satisfaction through all channels;
- Develop and oversee audience engagement and market research programs as needed, and develop strategies based on analysis;
- In conjunction with the Managing Director, establish achievable ticket sales targets and forecasts;
- Define and oversee departmental expense budgets; monitor trends and results, and implement course correction strategies as necessary;
- Contribute to organization strategic planning;
- Develop and oversee internal communications and workflow strategies to ensure cohesive cross-departmental collaboration;
- Negotiate contracts with outside vendors for sales, marketing, research, design, printing and other services, and ensure competitive pricing and quality of work;
- Oversee all human resources activities of departmental full-time and temporary staff including recruitment, training, salary and benefits;
- Oversee the hiring, training, management and performance evaluation of all marketing and communication direct reports;
- In conjunction with the Senior Directors team, assist in the setting and implementation of administrative and artistic policies and goals.

QUALIFICATIONS

Qualified candidates will have a minimum of five years executive level marketing and communications experience in the performing arts or a related field, with a strong knowledge of and commitment to theatre in particular. Successful candidates will possess exceptional leadership skills and have the demonstrated ability to:

- Create and execute strategic marketing, social media, public relations, and communications plans;
- Envision and execute graphic design, direct sales, customer service, and front of house initiatives;
- Collaborate generally and specifically on the development and execution of marketing and communications campaigns to position Canadian Stage as a centre for artistic innovation on a local, national, and international level;
- Create market demand through a variety of marketing, advertising and communication approaches;
- Forge a strong partnership with the Managing Director and the Artistic & General Director and other members of the senior management team, to implement initiatives that will ignite and engage a growing audience and sustain a clear connection to management in support of business goals and objectives;
- Create and apply a dynamic and professional look to all Canadian Stage communications, marketing and advertising images and materials;

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- Inspire and supervise managers and draw the best from employees;
- Possess a strong, working knowledge of digital media and CRM technology; skills in website and graphic design is an asset;
- Manage multiple priorities to ensure work is completed in a timely and productive manner;
- Develop and manage income/expense budgets, and to meet targeted goals in both areas;
- Communicate effectively and persuasively in oral and written communications and presentations;
- Exercise professional discretion and confidentiality.

APPLICATION PROCESS

Please apply with a Letter of Interest (including salary expectations) and resume by email to Gianna Ceci, Manager, Executive Office, at gceci@canadianstage.com by Friday, January 12, 2018. Please note "CS18 Director of Marketing and Communications" as the subject line.

We thank everyone who applies for their interest, but will only candidates selected for an interview. All applications are considered confidential.

Canadian Stage welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

COMPANY OVERVIEW

Founded in 1987, Canadian Stage is one of the country's leading not-for-profit contemporary theatre companies, with the 2017.18 season marking the organization's 30th season. Led by Artistic & General Director Matthew Jocelyn, Canadian Stage produces and showcases innovative theatre from Canada and around the world, allowing its audience to encounter daring work guided by a strong directorial vision and a 21st-century aesthetic. The company prides itself on presenting multidisciplinary pieces and work in translation that pushes the boundaries of form and style. Canadian Stage reinforces the presence of Canadian art and artists within an international context through work that mirrors the cultural diversity of Toronto. The company stages an annual season of work at three major venues (the Bluma Appel Theatre, the Berkeley Street Theatre and the High Park Amphitheatre) and runs a series of artist development and education initiatives, as well as youth and community outreach programs. For more information, visit www.canadianstage.com.