



# MARKETING MANAGER

Term of Employment: Full-Time, ideal start date November 4, 2024

Reports to: Managing Artistic Director

Salary Range: \$50,000-\$55,000

10 vacation days

Health Benefits

## About the Thousand Islands Playhouse

The Thousand Islands Playhouse (TIP) is one of the top summer theatre companies in the province and the largest theatre company between Ottawa, Montreal, and Toronto. It welcomes over 40,000 patrons every summer, with a season running from May – October.

At TIP, we put *people* at centre stage. We believe that by shining a light on every person and their story, we will build an empathetic community with a broad worldview. We strive to nurture creative collaboration, foster engagement with the arts, and provide a fun and welcoming environment for all who come to visit us, Dockside.

## KEY RESPONSIBILITIES

- Develop and execute integrated marketing plans to meet annual ticket sales targets
- Drive the evolution of the company's brand strategy and reputation both locally and nationally
- Identify and develop new customers and build loyalty among existing customers
- Act as art director and copywriter for all marketing collateral (brochure, website, posters, advertising etc.)
- Negotiate with and manage freelancers (graphic designer, photographer, videographer, etc.) and suppliers to ensure cost-effective procurement of services and materials.
- Act as the company publicist and liaise with journalists, critics
- Analyze customer sales data and the effectiveness of marketing initiatives
- Create, curate and monitor social media platforms and all content.

## QUALIFICATIONS

You have a passion for the arts in this country and theatre in particular. You are organized, strategic and growth-minded. You have strong interpersonal skills and are interested in joining a small but mighty team.

- Post-secondary degree or diploma, ideally in marketing, communications, or a related subject
- Ability to manage budgets and develop and execute marketing strategies.
- Knowledge and experience in a not-for-profit environment
- Self-starter and strong team player who is able to multitask and meet deadlines
- Extremely organized and resourceful problem-solver that thrives in a fast-paced environment
- Superior writing and communications skills with strong attention to detail
- Comfortable with software/marketing tools such as MS Office, Google Suite, various social media platforms and a willingness to engage with and learn new programs

## **TO APPLY**

**Please send your resume and cover letter via email to Managing Artistic Director, Brett Christopher at [jobs@1000islandsplayhouse.com](mailto:jobs@1000islandsplayhouse.com).**

[We thank all applicants, but only those candidates selected for interviews will be contacted.]

The Thousand Islands Playhouse is an equal opportunity employer, dedicated to a policy of non-discrimination in employment on any basis.

We are committed to accommodating applicants with disabilities throughout the hiring process, in accordance with the Accessibility for Ontarians with Disabilities Act (AODA). If you require an accommodation, please let us know.

The Thousand Islands Playhouse is committed to increasing the representation of historically marginalized groups throughout the organization. In particular, we are prioritizing Black, Indigenous, and People of Colour in our hiring practices. Those who would like to self-identify in their cover letters are welcome to do so, however it is voluntary and not required.