



Goh Ballet Academy Canada

Position: Marketing and Communications Associate

The Goh Ballet Academy is one of Canada's preeminent ballet training institutions, with an enviable international reputation for excellence. Established in 1978, the Academy is now under the direction of Ms. Chan Hon Goh, former Principal Dancer of the National Ballet of Canada.

Seeking to expand the Director's artistic vision, we are currently looking to hire a full time **Marketing and Communications Associate** to manage and implement key marketing and promotional activities for Goh Ballet including academy programs and functions, ballet productions and stakeholder communications. If you are enthusiastic, professional and would like to work in a small, dynamic team supporting the Arts, we would be excited to have you join us. With steadfast commitment for over 40 years, Goh Ballet offers vibrant, innovative and diverse dance educational experiences to students, taught by award winning instructors.

Position Overview

The Marketing and Communications Associate assists the Academy's Director and Administrative Operations Manager in maintaining and improving the Academy's reputation and brand with the intended audiences of the Staff, Students, Key Stakeholders, and the Public. They provide key support and guidance to all staff in relation to PR, Marketing and Communications initiatives and ensures the upkeep of all the Academy's internal and external communications and branding.

Key Responsibilities

PR

- Supports all Public Relations initiatives and provides coaching and support to all staff when necessary including briefing and notes for Executive Assistant/The Director when necessary.
- Acts as key contact for media and schedules all on and off-site media events/interviews etc.
- Is on site for all media events related to the Academy and the Director and writes speeches/briefing notes.
- Provides key PR materials and maintains Academy's Media files (Press Releases, Backgrounders, Profiles, Photographs, and Videos).
- When necessary, works with outside PR firms on PR initiatives of a larger scale.

Marketing

- Creates and strategizes for annual calendar marketing initiatives for all program and events.
- Supervises development and design of all marketing materials for the Academy.
- Monitors effectiveness of strategies and marketing initiatives and provides annual reports and suggestions for future.
- Ensures staff utilizes appropriate logos and images when drafting Academy documents or internal/external communications.

Communications

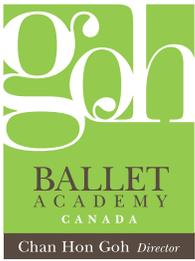
- Supervises and manages the Academy's multiple social media channels and provides reports and interpretations of analytics with annual plans for growth.
- Maintains the Academy's website and keeps information up-to-date.
- Supervises the Academy's newsletter and main email campaigns working closely with the Administrative Associates.

Stakeholder Relations

- Maintains relations with key sponsors and solicits sponsorship and support for events/fundraising initiatives etc.
- Maintains relations with key supporters through donations of auction items to other charitable events in Vancouver to support the Academy's values and garner further recognition.
- Assists with fundraising initiative planning.

Experience:

- At least two years' experience in a marketing or communications role, with a digital and/or PR focus.
- A qualification or degree in marketing and communications, arts, journalism or business.
- Demonstrated success in implementing digital marketing campaigns and managing mixed-media campaigns.
- Demonstrated capability to curate and manage branded social media platforms (Facebook, Instagram, Twitter).



- Prior experience in coordinating public relations efforts, and developing community/grass roots outreach.
- Understanding of media buying such as SEM, Facebook, Display and analytics a plus.
- Experience in stakeholder management and marketing strategy development a plus.

Remuneration: dependent on experience

Start date: Open

Please email a resume to Hiring Manager: positions@gohballet.com. Subject header: Marketing Associate Application. All applications will be reviewed. We thank you for your interest and will only be contacting qualified applicants.

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