

## **Goh Ballet Academy Canada**

**Job Title:** Digital Marketing Manager

**Location:** Vancouver, B.C.

Goh Ballet Academy is one of Canada's pre-eminent ballet training institutions, with an enviable international reputation for excellence. Established in 1978, the Academy is now under the direction of Chan Hon Goh, former Principal Dancer of The National Ballet of Canada. People are at the heart of our success. We are passionate about bringing great dance experiences to the widest possible audience; about giving the world's best creative talent the stage it deserves; and about providing our people and partners with opportunities to realize their full potential.

### **POSITION OVERVIEW**

The Marketing Manager plays a crucial role in building a strong and consistent brand identity for Goh Ballet, generating new business leads, improving market share, and maximizing revenue. Reporting to and working with the Academy's Director, the Marketing Associate will execute all branding, advertising, marketing and event activities.

### **CANDIDATE DESCRIPTION**

You are a dynamic, nimble, organized, detail-oriented and self-motivated individual. You have proven experience developing and executing successful marketing campaigns, events and projects, whilst coordinating and inspiring others on the administrative team. You are resilient, and willing to do what it takes to get the job done to improve our organization and build our brand. You understand our core values and can play a part in advancing strategy and brand positioning. You have an affinity for the arts and its place in our communities.

- Post-secondary degree in Marketing and/or Communications. Equivalent work experience will be considered.
- 4+ years, experience in a marketing, communications specific role.
- Excellent verbal and written communication skills.
- Ability to work in a fast-paced environment.
- Excellent technological literacy, specifically using Microsoft Office Suite, G-Suite, Facebook Business Manager, Google Ads & Google Analytics. Wordpress, Adobe Creative Suite.
- Creative and detail oriented: You have an impeccable eye for branding, design, and details.
- Analytical: you are confident with analyzing insights and data to optimize strategies
- Ability to cultivate and maintain a positive and engaging team culture.
- Desire to grow with Goh Ballet Canada, taking on increased responsibility and a diverse range of duties as needed.
- Able to work evenings and weekends as required for special events.

### **DUTIES**

#### **Brand Management & Strategy:**

- Develop and create marketing and promotional strategy for Goh Ballet Canada (Vancouver & Toronto), including brand management, advertising, web and design collateral.
- Analyse insights and consumer trends, market analysis and marketing best practices to build successful strategies and produce reports analysing the effectiveness of Academy's marketing campaigns with recommendations for improvement.
- Produce strategic advertising plans & budgets for key campaigns throughout the year.

#### **Marketing & PR:**

- Execute all aspects of paid digital advertising campaigns: creation of schedule and allocation of budget, copywriting, content creation, setting up ads and targeting, tracking, and optimizing, reviewing analytics, analyzing successes and failures of campaigns, and producing wrap-reports.
- Social media management: develop social content calendar, curate and post compelling content to promote all programs and events, coordinate shoots, and edit photos and video content as needed, manage engagement and make recommendations to increase growth across the Academy's platforms.

- Develop and execute web strategy and website management for several websites. Perform regular content audits using Google Analytics. Ensure website is optimized with keywords and other SEO best practises.
- Oversee all written communications and develop copy for our e-newsletters, advertising campaigns, website, social media accounts and business development content.
- Produce branded print and digital design materials for campaigns, sometimes working with external marketing and design agencies.
- Implement e-commerce marketing and strategic ROI.
- Media relations: manage incoming media inquiries, produce media kits, schedule interview, & facilitate media personnel on-site.

**Events:**

- Lead Goh Ballet's events strategy; supervise all aspects of planning, logistics and management for events, shoots, and presentations. Ensure readiness for all events on the annual calendar.
- Responsible for marketing, promotional and sponsorship events as well as ensuring the delivery of any cross-promotional initiatives.

**Support Business Development and Communications:**

- Support the Director in meeting with key external stakeholders who can advance and promote the work of Goh Ballet.
- Develop and implement key recruitment initiatives.
- Contribute to sponsorship and fundraising initiatives

## SALARY & BENEFITS

- Salary: \$60,000+, based on experience.
- Paid vacation and sick days, and time-in-lieu.
- Travel
- Start Date: Immediate.

## APPLICATION

If you have most of the essential criteria, we encourage you to apply, and welcome transferable skills from other industries or backgrounds. In your application, **please send your resume/CV and a cover letter** expressing why you are the right person for this job and indicate your salary expectations. **Please email [positions@gohballet.com](mailto:positions@gohballet.com).** **Subject Header: Application for Digital Marketing Manager.** All applications will be reviewed and considered. We thank you for your interest in this position; however, we will only be contacting those selected for interviews.

Should you require any accommodation through the application process due to disability we will happily work with you to support your expression of interest in this role and will ensure all interested candidates are considered equally.

To all those that expressed interest, thank you for considering Goh Ballet Academy as your future employer. It is a very special place to work and we hope each of you finds the best career path that compliments your experience and interest.

*Goh Ballet is committed to employment equity through a process which identifies and eliminates any discrimination in the organization's employment procedures and policies. We encourage applications from qualified individuals who identify as LGBTQ2+, First Nations, Inuit & Métis, people of colour, and people with disabilities. The position will remain open until it is filled.*