

Marketing Coordinator

Job Description

The Marketing Coordinator will assist the Marketing Manager with all aspects of marketing and communications with a focus on social media and content development for Ballet Jörgen.

This will include:

- Managing all company social media platforms including the big 5 and TikTok – including tracking and monthly reporting of analytics;
- Developing and executing a communications plan for all e-communications;
- Developing high-quality content — including but not limited to social media, impact stories, media releases, outreach materials, blog, e-communications.

Additional responsibilities include:

- Supporting the Marketing Manager with creation and execution of marketing for Ballet Jörgen's performances and touring;
- Marketing administration duties as needed;
- Supporting the Education Department with creation and execution of marketing plans for George Brown Dance, Summer Dance, Virtual Dance Academy and other education related marketing.

Requirements

- Marketing and communications experience a must;
- Creative content development a must;
- Strong written and verbal communication skills a must;
- Social Media management experience a must;
- SEO and Analytics experience a must;
- WordPress experience preferred;
- Experience with paid social media advertising preferred;
- Experience with InDesign is an asset;
- Must be highly motivated by the vision and mission of Ballet Jörgen to ensure marketing services function efficiently and effectively to contribute to achievement of strategic goals and objectives;
- Must be able to handle stressful situations and deadline pressure while ensuring accuracy;
- Comfortable working independently;
- Knowledge of/background in dance/performing arts an asset;
- French an asset.

This position reports to the Marketing Manager.

Hours:

Full-Time

Salary:

\$40,000 a year

To Apply:

Email resume to DanaG@balletjorgen.ca

Deadline for submission of applications is July 1. Only those selected for an interview will be contacted.