



Theatre Ancaster

## Marketing Coordinator – Job Description

The marketing coordinator provides strategic direction and coordination of all marketing initiatives within the company and handles the communication with our patrons to build stronger relationships. The marketing coordinator works directly with a team of marketing volunteers, graphic designers, company department heads, the creative team for each show, media outlets, and building the Theatre Ancaster brand.

### Responsibilities Include

- Maintaining the integrity of the Theatre Ancaster brand
- Developing show specific project documents for each marketing collateral (original show design, show descriptions, posters, banners, programs, ads, lawn signs, etc)
- Managing the feedback process with the graphic designer and each show's creative team on all collaterals
- Creating a monthly newsletter and show specific email blasts (promotions, thank you, etc)
- Choosing the Shining Star each month and editing the Shining Star article
- Managing the database of patrons in Constant Contact
- Responding to patron emails sent to the marketing email account
- Liaising with the printer to manage the delivery of printed marketing materials
- Keeping track of ticket sales and "how patrons heard of us" for each show, week over week, year over year, in order to make better business decisions
- Providing support for the sponsorship committee, website coordinator, youth programming and other departments as needed
- Prepare marketing report (end of the year and as requested by the board members)
- Reconcile marketing credit card each month (i.e. provide receipts to finance department)

### Marketing Coordinator Requirements

- 3-5 years marketing experience
- Strong oral and written communication skills
- Experience in writing and proofreading creative copy
- Ability to provide and receive feedback
- Understanding of graphic design and advertising principles
- Strong customer service skills
- Strong team leader
- Experience with a CRM (i.e. MailChimp, Constant Contact)
- Knowledge of Theatre Ancaster and the Hamilton arts scene is an asset
- Ability to adhere to deadlines and manage multiple projects

### Weekly Commitment:

- Average 5-7 hours per week

### To Apply

- Please send a resume to Todd Rich at [marketing@theatreancaster.com](mailto:marketing@theatreancaster.com)