

Employment Opportunity

Director of Marketing

Civic Theatres Toronto Toronto, Canada

Civic Theatres Toronto has a full time opportunity in its Marketing & Communications department for an enthusiastic, resourceful team-player who thrives in a fast paced diverse environment in the role of "Director of Marketing".

A strategic thinker, the Director of Marketing is diplomatic, solutions focused, and an effective team builder with strong interpersonal skills and excellent communication skills. Accountable for the digital and physical campaign development, design and promotion of CTT programs and experiences. Exceptional personal credibility, strong influence skills, superb leadership and a customer service orientation are key to your approach.

DUTIES AND RESPONSIBILITIES

- Work with the VP, Marketing & Communications to define the strategy, objectives, and resources plan for the department, helping to ensure that short and long-term business goals are being met.
- Develop strategies, processes and platforms for the marketing team, as well as oversee their implementation, measurement and progress.
- Ensure all marketing materials integrate and adhere to the organization's brand and corporate identity.
- Work with department Managers to ensure plans, assets and budgets support marketing to achieve business and sales objectives.
- Produces regular marketing and campaign related performance reports.
- Leverage advertising, paid and organic PR and promotional opportunities to extend the brand and or/programming presence in the market.
- Work with Manager of Interactive Marketing to establish greater digital strategies for the organization.
- Plan and direct the work of marketing team.
- Understand and advocate for early adoption of relevant new tools, platforms and technologies across the department.
- Maintain professional and accountable relationships with external communications partners and suppliers.
- Develop and budget for marketing support initiatives.
- Work with the Marketing team to integrate consumer insights and segmentation into core marketing processes; and to clearly define a measurement strategy for campaign management across marketing.
- Work closely with Programming and Corporate departments to ensure all activities are promoted and supported across all platforms.
- Execute online and offline marketing initiatives, integrating online and new media, email, print, direct mail, social media, company websites, SEM/SEO strategy development, brand awareness and drip marketing initiatives. The ability to speak to how these channels work together is very important.
- Performs other duties as required.

SKILLS & EXPERIENCE

- An experienced senior-level marketer with the ability to organize, lead and inspire a team across job functions in a dynamic environment.
- Experience in planning, execution, measurement and analysis of marketing strategy.
- Minimum education requirement of Bachelor Undergraduate university degree in a relevant discipline.
- 10 years' experience in live entertainment marketing.
- Interpersonal and relationship building skills; customer service orientation.
- Effective negotiation and sales skills.
- High level of personal motivation and ability to work at a fast pace in a multi-task environment.
- Good knowledge of Microsoft Word, Excel & Outlook in a Windows environment.
- Process-minded with stellar time management, organizational skills and attention to detail.
- Proven understanding of marketing technology options and tools to power marketing efforts.
- A passion for innovation, experimentation and reinvention.

WORKING CONDITIONS

- Flexibility in hours and schedules and includes work on nights and weekends as required.
- Lack of natural light in workplace.
- Occasional objectionable odours in workplace.

THE ORGANIZATION:

In 2015, Toronto's City Council approved the consolidation of the governance and operations of the St. Lawrence Centre for the Arts, The Sony Centre for the Performing Arts, and Toronto Centre for the Arts into one new organization under the direction of a City appointed board called Civic Theatres Toronto.

The mandate of Civic Theatres Toronto is to provide quality performance and event facilities and to promote its contribution to the artistic, cultural and social vitality of Toronto and its communities. The Board of Directors of Civic Theatres Toronto is responsible for overseeing the business affairs of the three venues.

HOW TO APPLY:

Interested applicants should email a cover letter and resume for confidential consideration to jobpostings@sonycentre.ca. Please include "*Director of Marketing*" in the subject line.

No phone calls please.

Civic Theatres Toronto thanks all applicants in advance. Only those candidates selected for an interview will be contacted.

CTT is an equal opportunity employer. We are committed to inclusive, barrier-free recruitment and selection processes and work environment in accordance with the Accessibility for Ontarians with Disabilities Act (AODA). The Human Resources department will work with applicants requesting accommodation at any stage of the hiring process.

CTT is committed to building a more diverse workplace and encourage all qualified applicants to apply.

Date Posted: June 8, 2018

Application Deadline: June 22, 2017

Start Date: ASAP