

Employment Opportunity

Senior Marketing Manager

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 “Senior Marketing Manager”.

The Senior Marketing Manager will work with the Director of Marketing to establish marketing strategy, objectives and tactics for events happening within the CTT venues. This position will contribute to the development and roll out of initiatives in tandem with the Director of Marketing in establishing the integration of the organization’s brand across all platforms.

DUTIES AND RESPONSIBILITIES

- Advertising Planning – responsible for creation of media plans for each attraction including research of appropriate media, negotiating rates, creating plans and managing all expenditures.
- Manage budget for all marketing spends related to shows.
- Work with Director of Marketing to research, create and maintain partnerships with current and potential partners.
- Collateral/Artwork/Video Management – In collaboration with the Director of Marketing, oversee creation of day to day marketing materials with in-house marketing team.
- Oversee production of materials and manage relationship with vendors to ensure budget and deadlines are met.
- Prepare marketing spend settlements for each event with relative budget report.
- Manage and deploy consumer communications and work with in-house Media Relations Officer.
- Work closely with Interactive Marketing Manager to manage and implement digital campaigns to align with overall strategies.
- Maintain and develop strong communications with all internal departments.
- Work closely with Programming and Corporate departments to ensure all activities are promoted and supported across all platforms.
- Use data and customer experience input to establish appropriate marketing mix in all demographics.
- Cultivate strategic promotional and media relationships.
- Performs other duties as required.

SKILL & EXPERIENCE

- Minimum education requirement of Bachelor undergraduate university degree in a relevant discipline.
- Five years’ experience in live entertainment marketing.
- Advertising, promotion, and management experience.
- Superior communication and presentation skills.
- Interpersonal and relationship building skills; customer service orientation.

- Effective negotiation and sales skills.
- Good strategic planning, research and development skills.
- Excellent ability to handle multiple assignments consecutively.
- High level of personal motivation and ability to work at a fast pace in a multi-task environment.
- Good knowledge of Microsoft Word, Excel and Outlook in a Windows environment.
- Good knowledge and ability to pull data from Archtics ticketing database required.

WORKING CONDITIONS

- Flexibility in hours and schedules and includes work on nights, weekends and on-call troubleshooting as required.
- Lack of natural light in workplace.
- Occasional objectionable odours in workplace.
- Travel between CTT venues as required.

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 "*Senior Marketing Manager*" 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