

## **DIRECTOR OF MARKETING AND COMMUNICATIONS**

Department: Marketing and Communications

Status: Full-Time, Permanent

Hours: 40 Hours/Week

Salary Range: \$80,000 - \$95,000

*The Royal Winnipeg Ballet is committed to an inclusive and diverse environment that values, respects and supports all individuals. We aim to have a workforce representative of the diversity within our community, and welcome and encourage applicants from various backgrounds including women, Indigenous people, racialized people, disabled people, people of all sexual and gender identities and others who may contribute to further diversification endeavors.*

### **THE ROLE**

The Director of Marketing and Communications is responsible for the planning, development and execution of comprehensive Marketing, Communications, Customer Service, and Public Relations for the Company, Professional and Recreational Division. This position builds the local, national and international reputation and brand of the RWB, increases internal and external engagement, increases earned revenue, and provides support with School marketing and campaign plans.

### **DUTIES AND RESPONSIBILITIES**

#### **MARKETING AND COMMUNICATIONS**

- Identify opportunities in new markets.
- Lead the development and implementation of brand messaging, ensuring alignment with strategic direction.
- In cooperation with key stakeholders, develop social media strategy and oversee development of plans and content.
- Develop policies and procedures relating to brand compliance, external and internal communications, and photography; ensure regulatory compliance where appropriate.
- Oversee the development of content and creative plans and coordinate with external suppliers/media partners to manage production of all advertising, marketing and promotional collateral, and signage.
- Work with internal stakeholders to identify and leverage cross-promotion opportunities with vendors and external partners.
- Oversee the RWB website, ensuring up-to-date information, direct research, creation, changes, and additions.
- Recommend measurement plans and conduct post-review on all marketing campaigns.
- Oversee the development of systems for tracking, analysis and reporting relating to media exposure and effectiveness of communications such as advertising, website, and email.
- Oversee corporate communications in relation to clients and stakeholders, issue and crisis management, and media relations.
- Ensure communications policies, processes and systems remain consistent with societal, regulatory, and technological changes.
- Oversee maintenance and development of communications systems including phone, website, and ticketing system.
- Direct marketing, communications, and services in support of the Alumni Association, Volunteer Committee and the Things Store.

## **PROMOTION AND SALES**

- Oversee the development of sales and revenue targets and ensure delivery of marketing plans, campaigns, and programs in support of targets.
- Work collaboratively with the Artistic Director and Associate Artistic Director to ensure creative aspects of promotions align with the artistic vision.
- Direct and oversee the customer experience including merchandise availability, pre-show promotional events, intermission, and post-show activities.
- Plan and oversee photography needs of the organization.
- Ensure compliance with marketing and promotion provisions in all agreements, including union agreements.
- Oversee the design process and creation of promotional collateral.
- Assess and pursue publicity and media opportunities using brand and strategy alignment to guide decisions.
- Lead the planning and execution of season launch and subscription campaign, including the production of images, video, materials, and ads.
- Work with the Box Office Manager to develop sales and promotional strategies for subscription campaign.
- In conjunction with the Box Office Manager, create and oversee group sales strategy.
- Liaise with presenters worldwide to provide marketing materials for touring performances.
- Arrange and monitor media and VIP ticket holds for local performances; provide on-site support.

## **LEADERSHIP**

- Direct Marketing, Communications, Box Office, and Archives services in support of Corporate, Development, School, and Company programs.
- Direct the Marketing and Communications team, Archives and Box Office; provide training and development, performance feedback, coaching, guidance, and counseling.
- In collaboration with the Customer Service team, maintain a high customer service standard with prompt response to customer concerns.
- Develop annual department plans and activities; ensure alignment with strategic direction.
- Source and negotiate contracts as required with external suppliers/media partners, consultants, designers, printers, and media buyers in relation to the general marketing of the organization.
- Prepare and execute departmental business plans and budgets.
- Oversee operations of organizational archives; ensure collection and preservation of historical information and media stories and develop and maintain a current photo directory.

## **PUBLIC RELATIONS, COMMUNITY ENGAGEMENT AND CORPORATE INITIATIVES**

- Prepare strategic communications plans to enhance public perception.
- Establish community partnerships, including members of the cultural, tourism and media sectors.
- Oversee delivery of assigned Community Engagement programs.
- Develop policies, programs and procedures relating to distribution of complementary tickets.
- Identify awards programs and nominate RWB stakeholders, where appropriate.

\*Other duties as assigned.

## **WORKING CONDITIONS**

This position works in a fast-paced office environment utilizing standard office equipment. This position meets with external stakeholders and clients, and requires constant and on-going communication by phone, email, and face to face interaction. Physical requirements include sitting and standing for periods of time at events and shows, lifting, moving and/or carrying posters, boxes and collateral weighing up to 25 pounds.

## **EDUCATION AND QUALIFICATIONS**

- Post-Secondary education in Marketing, Public Relations, Business Administration, or Communications; an equivalent combination of education and experience may be considered.
- 5+ years of senior management marketing experience.
- Experience managing and leading diverse teams.
- 5+ years' experience working in arts or culture.
- Experience working in for-profit and not-for-profit sectors.
- Expert knowledge of current marketing techniques, technologies, and solutions.
- Knowledge of web applications, digital marketing, and social media including analytics.
- Well-developed knowledge of business analysis, financial management, and reporting.
- Clear Child Abuse Registry Check and Criminal Background Check.

## **SKILLS AND SPECIFICATIONS**

- Proven track record in creating and executing successful marketing, public relations, and community engagement programs.
- Strong planning and problem-solving skills.
- Experience with revenue generation and its correlation to marketing strategies.
- Excellent understanding and familiarity with brand building and management.
- Highly effective project management capabilities and time management skills.
- Demonstrated entrepreneurial leader, with strong management and motivation skills.
- Goal-oriented, calm, and creative under pressure.
- Excellent written and verbal communication skills with ability to adapt to a variety of audiences.
- Thorough understanding of media production, buying, and budgeting.

## **HOW TO APPLY**

If you would like to join us, tell us about yourself! Submit a cover letter, highlighting your personality and fit for the role, and resume directly to People Services at [peopleservices@rwb.org](mailto:peopleservices@rwb.org). We thank all applicants for their interest; however, only those selected for an interview will be contacted.

*The Royal Winnipeg Ballet is committed to providing accessible employment while ensuring our recruitment process is barrier free. Accommodations are available upon request for candidates participating in all aspects of the assessment and selection process. Requests for accommodation can be sent to [peopleservices@rwb.org](mailto:peopleservices@rwb.org).*

**Closing Date:** Open until filled.

**As part of the Royal Winnipeg Ballet hiring process, successful candidates will be required to submit a satisfactory Criminal Background Check and Child Abuse Registry Check.**