



**VERNON & DISTRICT
PERFORMING
ARTS CENTRE
SOCIETY**

Vernon & District Performing Arts Centre Society
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Career Posting – Marketing Design & Production Manager

The Vernon & District Performing Arts Centre (VDPAC) has an immediate opening for a dynamic, innovative **MARKETING DESIGN & PRODUCTION MANAGER**, with a passion for the Performing Arts, to join our dedicated and highly-accomplished staff as a key member of our Marketing & Community Engagement Department.

About the VDPAC:

Named BC Touring Council's "2022 Presenter of the Year", the VDPAC Society operates the beautiful 750-seat, Performing Arts Centre's proscenium theatre on behalf of the Regional District of North Okanagan (RDNO) & the Marie Fleming Studio, (onsite recording/streaming & small live performance venue), as both the Okanagan's premiere Presenter, (annual SPOTLIGHT Seasons), and busy rental facility, (235 dates in 2019), with our own Ticket Seller box office, (Visit: www.vdpac.ca & www.ticketseller.ca).

Position Overview:

Working with the lead Marketing Director, the **MARKETING DESIGN & PRODUCTION MANAGER** is responsible for the content development & creation of all required graphical, visual, (static, video & digital) images, and scripted promotional material across a variety of media platforms, in keeping with VDPAC marketing strategies as supervised by the Marketing Director. Together with VDPAC's Artistic Director & Executive Director, the Marketing & Community Engagement Department will coordinate the strategic marketing & specific promotions of VDPAC's annual SPOTLIGHT Season, annual Outreach activities & community engagement initiatives.

Duties Include (not limited to):

- Graphic Design, (Display advertising, brochure layouts, in-house event posters, signage, show banners, ticket voucher production, etc, both for print & digital applications);
- Videography & Post-Production: SPOTLIGHT show & season preview videos, (including Ticket Seller box office listings & short-form video highlights);
- Digital Marketing: Ad content development, including text and images;
- Social Media Applications: Tailored postings to VDPAC accounts across a variety of platforms, (Facebook, Instagram, Twitter, etc) & monitoring effectiveness;

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- Copywriting: Research & content development of SPOTLIGHT Season media releases, Calendar listings, social media & website postings, subscription brochure text, etc;
- Media Relations: Frontline communication, deadlines coordination & submissions; interview scheduling; monitoring publishing & digital posting of marketing materials;
- Website Maintenance: Regular updating of text, images & video; archived SPOTLIGHT Seasons; link-building; improved SEO, target keywords & monitoring with Google Analytics;
- Collaboration: Work with the Marketing Director & other VDPAC staff department heads on specific promotional & community engagement initiatives as required to engage VDPAC's North Okanagan region's increasingly diverse cultural communities.

Qualifications & Required Skills:

Our ideal candidate will demonstrate a professional Marketing history of innovative and effective visual, digital and engaging content development, preferably in the Arts & Culture (Performing Arts) sector; will possess excellent, articulate spoken and written communication skills in English; is a creative, strategic marketing planner; a dynamic team player able to interpret, produce & meet VDPAC's strategic marketing & public messaging objectives--Also with these proven skills:

- Marketing Degree, and/or a minimum 3-5 years of professional marketing experience in terms of graphical & digital design & production, preferably in the Performing Arts sector;
- Advanced working expertise & ability to integrate marketing over multiple media platforms, including videography, website content management & functionality, social media applications, print, broadcast & online media resources;
- Creative research practices & promotional writing tailored for a variety of print & digital platforms, (media releases, social media posts, websites, calendars, brochures, etc);
- Established local & regional media relationships is a definite asset;
- Efficient time management & ability to work effectively under pressure & to deadlines;
- Exceptional communication skills, including reading, writing, listening, speaking & presentation delivery (in English);
- Excellent interpersonal, networking & collaborative skills;
- Advanced Technical functionality with various software applications in addition to MS Office Suite, including: Adobe Photoshop, InDesign, Illustrator & Lightroom; DaVinci or Adobe Premiere Pro (Video editing); Wordpress, MailChimp, Google Ads, Google Analytics, Facebook Business Manager & SEO. VDPAC also uses Arts Management's Theatre Manager, and One Note, Instagram, Facebook & Meta Business Ads;
- Professional calibre videography, post-production (editing) & digital photography.

Additional Position Details:

- The VDPAC is located in picturesque Vernon, BC, in the burgeoning Okanagan Valley and a relocation to/residency within Greater Vernon, or the immediate North Okanagan region will be required, (A relocation stipend is available, if required);
- The MARKETING DESIGN & PRODUCTION MANAGER is a **full-time, permanent** position starting at 35hours/week, with a potential increase to 40hours/week, and is available effective immediately;
- **Flexible Schedule:** May include evenings & weekends as VDPAC's performance, special event and/or offsite event schedules may require;
- **Salary Range:** \$55,120 to \$62,000 to start, based on professional experience & skill sets;
- **Benefits Package:** VDPAC offers a generous benefits package after an initial 3-month probationary period including life, extended health, dental, prescriptions & more;
- **COVID-19:** VDPAC, in keeping with the RDNO, follows Public Health Orders & adopted a "full vaccination" mandate for the safety of Staff, Volunteers, Patrons & Artists;
- **Start Date:** The successful candidate will ideally start as soon as possible;
- **Free Parking:** Candidate must have a valid Class 5 Driver's License & ready access to own vehicle (VDPAC parking provided);
- **Job Posting:** Will remain open until the position is filled.

How to Apply:

Submissions must include:

1. Cover letter stating:
 - How this role complements your past theatre MARKETING experience & advances your career: What will you bring to the VDPAC?
 - Your availability (potential earliest start-date & any logistical considerations);
 - Salary expectation;
2. Updated related Marketing CV, including Arts & Culture (Performing Arts) experience;
3. Three most recent professional references (will be contacted once shortlisted).

Please submit the above (as 1 attachment) with a brief covering email with the Subject:

"VDPAC Marketing Design & Production Manager" to: theatre@ticketseller.ca

Shortlisted candidates will be requested to submit, or to bring to an interview Marketing samples, including promotional writing samples, ideally for different media platforms.

VDPAC wishes to thank all those who express interest in the Marketing Director position, however only those selected for an interview will be contacted directly.

Land Acknowledgement:

The Vernon & District Performing Arts Centre Society (VDPAC) respectfully acknowledges that we live, work and play in the northern part of the unceded territory of the Syilx/Okanagan People and that many of the descendants of the Syilx/Suqnaquinx still live here.

Equity, Diversity & Inclusion Statement:

The Vernon & District Performing Arts Centre Society (VDPAC) is committed to diversity in the workplace and encourages all qualified candidates to apply and to self-identify, if they so choose. VDPAC is an equal opportunity employer and welcomes applications from a broad range of backgrounds, including but not limited to: race, ethnicity, indigeneity, gender, gender-identification, sexual orientation, class and physical ability—although the Technical Director position does require unimpeded physical ability. VDPAC is also a parent-friendly workplace, with several staff with school-age children.

Safe & Respectful Workplace Statement:

The Vernon & District Performing Arts Centre Society (VDPAC) is committed to practising a respectful work environment, free of harassment from co-workers, volunteers, patrons, artists and guests, and supports those who have experienced or witnessed toxic behaviours. VDPAC does not tolerate any behaviours that undermines the dignity or self-esteem of any individual; or which creates an intimidating, hostile or offensive environment. VDPAC invites all Artists and Staff to partner with us in speaking up against harassment and standing together in addressing such instances should they arise.