



VERNON & DISTRICT  
PERFORMING  
ARTS CENTRE  
SOCIETY

Vernon & District Performing Arts Centre Society  
3800-33rd Street,  
Vernon, BC V1T 5T6  
Phone: 250.542.9355  
Fax: 250.542.9384

January 6, 2023

## Career Posting – Marketing & Community Engagement Coordinator

The **Vernon & District Performing Arts Centre (VDPAC)** has an immediate opening for a **Marketing & Community Engagement Coordinator** 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](http://www.vdpac.ca) & [www.ticketseller.ca](http://www.ticketseller.ca)).

### Position Overview:

Reporting to the Marketing Director, **Marketing & Community Engagement Coordinator** supports the promotion of VDPAC's annual SPOTLIGHT Season, annual outreach activities & community engagement initiatives. The Marketing & Community Engagement Coordinator will develop and implement initiatives to grow VDPAC's audiences and deepen our engagement with our community.

### Duties Include (not limited to):

- Support the development and implementation of VDPAC's strategic marketing and community engagement plans;
- Support the development, production and distribution of marketing materials, including posters, show cards, and direct mail campaigns;
- Support marketing content production (e.g. social media posts, Society newsletters, videos, photos, graphics, event listings, etc);
- Coordinate content and perform routine updates on the VDPAC and Ticket Seller websites;
- Design and schedule email campaigns using MailChimp;

- Support the growth and development of VDPAC's sponsorship, membership & donor programs;
- Create and execute community engagement activities, including but not limited to public events, workshops, summer camps, talkbacks, and pre-show activities;
- Create and maintain strong relationships with community partners;
- Other related tasks as assigned.

## Qualifications & Required Skills:

Our ideal candidate will demonstrate professional experience in marketing, preferably in the arts or non-profit sectors; will possess excellent, articulate spoken and written communication skills in English; experience with community engagement and relationship building; a personal commitment to equity, diversity and inclusion learning and practices; be a dynamic team player able to interpret, produce & meet VDPAC's strategic marketing & public messaging objectives, with these proven skills:

- Undergraduate Degree in Marketing, Communications, English, Journalism, Arts Administration, Graphic Design, or a related field is required.
- A minimum of 2 years of professional marketing experience, preferably in the arts or non-profit sectors.
- Experience working with community stakeholders.
- Excellent interpersonal, networking & collaborative skills.
- Efficient time management skills & ability to work independently.
- Professionalism in personal presentation, with excellent communication skills, including reading, writing, listening, speaking & presentation delivery (in English).
- Advanced computer literacy and strong Microsoft Office Suite skills.
- Strong working knowledge of Adobe Creative Suite applications including Photoshop, Illustrator, InDesign, Acrobat, and Premiere Pro.
- Photography, videography, and photo/video editing skills are an asset.
- Knowledge of and a passion for the arts is a strong asset.
- Must have a criminal record check with vulnerable sector check completed upon hiring.

## 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 & Community Engagement Coordinator** is a **full-time, permanent** position starting at 35hours/week, with a potential increase to 40hours/week, and is available effective immediately;

- **Flexible Schedule:** This position requires occasional evenings & weekends as VDPAC's performance, special event and/or offsite event schedules require;
- **Salary Range:** \$45,000 to \$50,000 to start, based on professional experience & skill sets;
- **Benefits Package:** VDPAC offers a generous benefits package following an initial 3-month probationary period including life, extended health, dental, prescriptions & more;
- **COVID-19:** VDPAC follows all Public Health Orders and has 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 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 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 & Community Engagement Coordinator" to: [theatre@ticketseller.ca](mailto: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 & Community Engagement Coordinator 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. 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.*