



**VERNON & DISTRICT  
PERFORMING  
ARTS CENTRE  
SOCIETY**

Vernon & District Performing Arts Centre Society  
3800-33rd Street,  
Vernon, BC V1T 5T6  
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## **JOB POSTING – MARKETING COORDINATOR**

Job Title: Marketing Coordinator

Department: Office

Reports to: Executive Director

Revised Date: June 9, 2026

### **Who We Are**

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*The Vernon and District Performing Arts Centre Society is a registered not-for-profit, charitable organization devoted to fostering live entertainment in all its forms. Its purpose is to operate a performing arts theatre situated within the City of Vernon and serving the population of the Regional District of North Okanagan.*

### **Position Summary**

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Reporting directly to the Executive Director, the Marketing Coordinator manages marketing initiatives for the Vernon & District Performing Arts Centre Society, including the annual SPOTLIGHT Presentation Season and Signature Concerts Series, as well as providing support to VDPAC renters and Ticket Seller clients.

### **Key Responsibilities**

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Key responsibilities of this position include but is not limited to the following:

- **Campaign & Timeline Management:** Define, schedule, and manage optimal promotional timelines for all VDPAC-presented programming.
- **Marketing Support:** Manage Ticket Seller marketing upsells and ensure that services are delivered in a timely manner and that clients are billed appropriately.
- **Artist & Agent Liaison:** Serve as the primary marketing contact for SPOTLIGHT and Signature Concerts artists and agents.
- **Media Relations:** Maintain relations with various media outlets;
- **Digital & Web Management:** Direct the re-development and ongoing content maintenance of the Society's website; maximize social media to expand audience reach.
- **Production & Asset Coordination:** Manage outsourced graphic and multimedia production services to meet strict deadlines.
- **Brand Continuity:** Collaborate across departments to ensure the high standards and continuity in VDPAC messaging.

*Additional responsibilities may be assigned, as needed.*

## Qualifications

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In order to be successful in this role, the Vernon & District Performing Arts Center Society has outlined key qualifications needed. A combination of education, experience and other qualifications may be appropriate.

### Education and Experience

- Degree in Marketing and/or 3–5 years of professional marketing experience (Performing Arts sector preferred).
- **Campaign Management:** Proven experience in the development and execution of marketing campaigns.
- **Media Relations:** Established regional media relationships (a strong asset).

### Technical Skills:

- **Platform Proficiency:** Advanced knowledge of website content management, social media applications, and print/broadcast/online media.
- **Software Expertise:**
  - **Core:** MS Office Suite and WordPress
  - **Design & Video:** Adobe Creative Suite (Photoshop, InDesign, Illustrator, Lightroom), DaVinci or Premiere Pro.
  - **Organisation Specific:** Spektrix (ticketing/e-marketing) and Dotdigital.
- **Multimedia:** Basic video editing skills (e.g., reformatting longer videos for social media).

### Competencies

- **Collaboration:** Ability to work effectively with others toward a shared goal through clear communication, adaptability, and willingness to support colleagues achieve objectives.
- **Communication:** Ability to effectively convey information to clients and colleagues, both verbally and written.
- **Time Management:** Ability to manage multiple events, tasks, and communications while prioritizing tasks efficiently to meet deadlines and positive experience.
- **Problem Solving:** Capable of identifying, assessing, and addressing issues and implementing solutions quickly.
- **Attention to Detail:** Ability to consistently produce accurate and high-quality work by carefully reviewing information, identifying errors, and ensuring compliance with established standards.
- **Relationship Management:** Ability to build, maintain, and strengthen professional relationships with customers, colleagues, and stakeholders.

### Working Conditions

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- **Physical Demands:** Ability to sit for extended periods of time.
- **Open Work Environment:** Open office space which may cause exposure to sounds, interruptions and distractions.

### Additional Positions Details

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- The Vernon & District Performing Arts Centre is located in picturesque Vernon, BC, in the burgeoning Okanagan Valley.
- **Employment Type:** Full-time at 40 hours per week, worked onsite at VDPAC.
- **Schedule:** Regular office hours Monday – Friday between 9:00 AM and 5:00 PM with some flexibility permitted.
- **Salary Range:** \$50,000 - \$65,000, dependant on education and experience.
- **Benefits Package:** VDPACS offers a generous benefits package after an initial 3-month probationary period including life, extended health, dental, prescriptions & more.
- **Start Date:** The successful candidate will ideally start as soon as possible.
- **Free Parking:** Candidate must have a valid Class 5 Driver’s License and ready access to own vehicle (VDPAC parking provided).
- **Job Posting:** Will remain open until the position is filled.

### How to Apply

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Submissions must include:

1. **Cover letter** stating:
  - How this role complements your skills and past experience;
  - Your availability (potential earliest start-date & any logistical considerations);
  - Salary expectations;
2. **Updated Marketing CV and resume with related experience;**
3. **Three recent professional references** (will be contacted once shortlisted).

Please submit the above to [ed@vdpac.ca](mailto:ed@vdpac.ca) with the subject: “VDPAC Marketing Coordinator”.

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