



**VERNON & DISTRICT  
PERFORMING  
ARTS CENTRE  
SOCIETY**

Vernon & District Performing Arts Centre Society  
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August 30, 2023

## Job Posting – Marketing Director

**The Vernon & District Performing Arts Centre (VDPAC)** has an immediate opening for a dynamic, creative, career **MARKETING DIRECTOR**, with a passion for the Performing Arts, to join our dedicated and highly-accomplished staff and to lead our Marketing & Community Engagement Department. This is an interim maternity/parental leave position until February 2025, with the potential for extension or re-assignment.

### About the VDPAC:

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:

As a Department Head, reporting to the Executive Director, the **MARKETING DIRECTOR** is responsible for strategically managing all aspects of VDPAC's SPOTLIGHT Season promotions and community engagement initiatives; including media relations, sponsor recognition, onsite and off-site public displays, outreach activities, special events and initiatives promoted to the Greater Vernon and wider North Okanagan region. The **MARKETING DIRECTOR** will help manage VDPAC's profile and public messaging, including in-house graphical and multimedia production of all marketing materials and continued development of social media applications to reach and develop diverse audiences. The **MARKETING DIRECTOR** will collaborate with other VDPAC staff department heads on specific initiatives and will lead VDPAC's efforts in engaging our region's increasingly diverse cultural communities.

### Qualifications & Required Skills:

Our ideal candidate will demonstrate a successful Marketing career, preferably in the Arts & Culture sector; possess excellent, articulate spoken and written communication skills in English; is a creative, strategic thinker; a proven leader; and an engaging, dynamic frontline spokesperson to lead VDPAC's community engagement initiatives--Also with these proven skills:

*[Qualifications & Additional Position Details... 2 /](#)*

- Marketing Degree, and/or a minimum 3-5 years of professional marketing experience, preferably in the Performing Arts sector;
- Strategic development & implementation of standout, innovative marketing campaigns & promotional initiatives;
- Advanced working knowledge & ability to integrate marketing over multiple media platforms, including website content management & functionality, social media applications, print, broadcast & online media resources;
- Well-researched & creative promotional writing for different formats, (media releases, season brochures, social media posts, website content management, etc);
- Established regional media relationships is a definite asset;
- Efficient time management & ability to work effectively under pressure & to deadlines;
- Excellent interpersonal, networking & collaborative skills, while the department lead;
- Advanced (preferred) or intermediate working knowledge of software applications including MS Office Suite (Word, Excel); Adobe Photoshop, InDesign, Illustrator & Lightroom; DaVinci or Adobe Premiere Pro (Video editing); and Wordpress. VDPAC also uses Theatre Manager, One Note, Instagram, Facebook & Meta Business Ads;
- Professional calibre videography, post-production & photography are definite assets.

### 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 may be negotiated;
- This **MARKETING DIRECTOR** is an interim **full-time, maternity/parental leave** position to February 2025, with potential for extension, or re-assignment; 37.5 to 40hrs/week;
- **Hourly Rate \$28.85 to \$32.00/hr**, based on experience, available effective immediately;
- **Flexible Schedule:** May include evenings & weekends as VDPAC's performance, special event and/or offsite event schedules may require;
- **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 Regional District of North Okanagan (RDNO), follows all Public Health Orders & adopted a "full vaccination" mandate for the safety of all Staff, Volunteers, Patrons, Artists & Event Participants;
- **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... 3/](#)*

## How to Apply:

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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 expectations;
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 Director”** 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 marketing applications.

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:

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*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:

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*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:

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*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.*