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| <b>Position Title</b>     | Marketing Manager  |
| <b>Contract Beginning</b> | June 27th 2022   |
| <b>Contracting Ending</b> | August 30th 2022   |
| <b>Pay</b>                | \$15.00/hour   |
| <b>Hours</b>              | 30 hours/week up to a maximum of 270 hours total within the contract period. Some evenings and weekends. |
| <b>Pay Type</b>           | Bi-Weekly (Fridays) – Employee-Canada Summer Jobs position.  |

Blue Canoe Productions is a youth theatre and arts organization which strives to provide youth aged 30 and under with opportunities to explore their interest in theatre and the arts. The Marketing Manager will support all Blue Canoe portfolios (Arts Programming, Juvenis Festival, Launchpoint Academy, and Administration) in marketing opportunities, projects and initiatives and act as a liaison with the community.

**Key Responsibilities:**

- To maintain active engagement with our community through social media platforms, website maintenance and interactions, monthly newsletter distributions etc.
- To create, manage, and implement quality and on brand marketing materials.
- To create and manage Blue Canoe’s marketing strategy inclusive of content, posts, and ensuring deadlines are met.
- To bring creativity and innovation to Blue Canoe’s marketing strategy.
- To delegate, where needed, the assignment of duties/responsibilities to project-specific staff, volunteers, students, etc.
- To support in sourcing funding through marketing and outreach of Blue Canoes’ Sponsorship, Patronage, Donation, and Fundraising campaigns.
- To support Blue Canoe’s development, including partnerships and sponsorship.
- To support all other Blue Canoe programming.



## **Education & Experience**

- Previous marketing and advertising experience
- Strong time management and communication skills
- Ability to work independently and within a team environment
- Experience and understanding of Theatre and Arts
- Experience working within a not-for-profit setting is an asset
- Experience and/or deep understanding of Blue Canoe Productions' mandate, vision and values is an important asset
- Knowledge of online platforms or ability and willingness to learn: Instagram, Facebook, Twitter, Tik Tok, Yola, Hootsuite, SendInBlue marketing, Asana etc.

## **Requirements**

- CPIC with vulnerable sector screening from the last 6 months

**To apply please submit your resume and cover letter expressing interest to [kim.dolan@bluecanoetheatrical.ca](mailto:kim.dolan@bluecanoetheatrical.ca) by May 20th 2022.**