



Green Fools Theatre Society  
Studio G- 7056G Farrell Road SE  
Calgary, AB, T2H 0T2  
Cell 403-237-9010

## CAREER OPPORTUNITY

<b>JOB TITLE:</b>	Marketing Associate
<b>REPORTS TO:</b>	General Manager
<b>JOB TYPE:</b>	Employee
<b>POSTING DATE:</b>	October 28, 2019
<b>START DATE:</b>	Immediate
<b>SCHEDULE</b>	Full time (40 hrs./week w/flexibility, variety, and work-life balance)
<b>COMPENSATION:</b>	\$24,000/year + benefits (following 3 month probation)

**We always offer opportunities to grow!**

## COMPANY PROFILE:

We are a creative, not-for-profit, charitable organization that operates across Canada and beyond to provide entertainment, theatre, education, and creation services for a vast client base. This is an extremely exciting time for us as we have just moved into a new space and are expanding our programming and service offerings. The person in this role will help us build our forward-looking profile, partnerships, reputation, and relationships as we work together to achieve our mission:

**Changing the world one kid at a time.**

## JOB DESCRIPTION:

### Responsibilities:

- Develop, implement, manage, and measure a marketing plan across all facets of our programs.
- Attend as many events as possible to capture footage, gather data, manage on-site social media engagement, nurture client and partner relationships, and support brand awareness initiatives.
- Create messaging, visual assets, and video content for use across platforms.
- Develop and implement marketing campaigns and advertisements to support the overarching marketing plan and maximize our reach and engagement.
- Liaise with media and various advertising venues to maintain exposure, build relevance to our story, and continually expand our reach to wider audiences.
- Keep website content up-to-date and actionable by our audience.

**“Parading through the dream world, making the imaginary a reality...”**

- Create and circulate newsletter communications with a focus on actionable content and brand elevation.
- Establish and maintain brand consistency across all areas of the organization.
- Develop innovative ways to build brand awareness and engage new audiences.
- Monitor activities and vendor relationships to achieve scope of work within allotted marketing budget.
- Capture qualitative data and perform analytics on all marketing efforts; offering trend reports with solutioning.
- Maintain databases of audience and participant information.

### **Knowledge/Skills:**

- Knowledge of not-for-profit and/or arts organizations is beneficial.
- Excellent written and verbal communication skills are required.
- Excellent time-management skills are required; the ability to regulate a flexible, varied, and work-life balanced schedule.
- Excellent computer application skills.
- Graphic design, photography, visual art or film editing skills also all considered assets.

### **Qualifications:**

- Post-secondary marketing education or equivalent experience in a marketing role demonstrating a successful track record of implementing marketing plans.

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To apply, please send your letter of interest and resume to [hq@greenfools.com](mailto:hq@greenfools.com).  
The posting will be open until the role is filled.

We thank everyone for their submissions, but only those candidates selected for an interview will be contacted.

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