

Position Title: Design and Digital Marketing Specialist
Reporting To: Manager, Marketing, Communications, and Brand
Employee Status: non-exempt, full-time (40 hours a week)
Salary: \$57,000 annually; extended health benefits after 3 months; paid vacation
Deadline: open until filled

About The ACT Arts Centre

The ACT Arts Centre (The ACT), located in the community of Maple Ridge and part of the Greater Vancouver Regional District (GVRD), is the leading provider of engaging, vibrant and excellent Arts Programs, Gallery Exhibitions and Performing Arts Presentations for the growing communities of the region. Opened in 2003, the 486-seat theatre, studio theatre and instruction studios are home to many cultural and community events, delivering an impressive array of diverse arts and cultural programming and activities to over 80,000 patrons annually.

Role Description

Reporting to the Manager, Marketing, Communications and Brand, the **Design and Digital Marketing Specialist** has superb graphic design skills (Adobe Creative Cloud); web design experience (Squarespace); digital marketing experience; and third-party email vendor experience. In order to facilitate the highest degree of collaboration, the role seeks in-person attendance at The ACT Arts Centre.

Duties & Outcomes

Working with the Manager, Marketing, Communications, and Brand, this position will:

- Design and manage production of all traditional and digital materials for over 70 performances, events, exhibitions and programs, including season brochures, event specific collateral, signage, advertising, direct and digital campaigns, and web content
- Manage and maintain The ACT Arts Centre current website, SEO/SEM, provide ongoing monitoring/troubleshooting of any issues
- Support the creation of seasonal, monthly, and social media images and videos
- Ensure design and brand identity standards are followed
- Assist with other marketing duties as requested by the Manager, Marketing, Communications and Brand.

Abilities, Skills and Knowledge:

- Must have post-secondary education including and/or supplemented through related training and/or considerable work experience in marketing, design and website management.
- Must have proven experience and proficiency with Adobe Creative Cloud, website design, Google Analytics, and standard desktop applications
- Proven experience with search engine marketing and optimization are essential
- Knowledge of video editing
- Superior written and spoken English language skills and excellent communication and interpersonal skills
- Must be able to thrive in a busy work environment, multi-task and prioritize, maintain attention to detail, work well independently and as part of a team, and maintain discretion & confidentiality
- Experience working in, and/or participating within the arts community an asset
- Accountable for project management and meeting task deadlines.
- Successful applicant will be required to have a Criminal Record Check completed.

To apply, please submit a CV and cover letter outlining your interest and suitability for this position to **humanresources@mract.org** with '**Design and Digital Marketing Specialist**' in the subject line. Advancing candidates will be asked for work samples/portfolios. No phone calls please. Only those selected to interview will be contacted.

The Maple Ridge and Pitt Meadows Arts Council and ACT Arts Centre is committed to upholding the values of equity, diversity, and inclusion in our performing, learning, volunteering and work environments. We welcome

applicants who will work respectfully and constructively with differences among a broad spectrum of employees and members of the community.