

ORGANIZATION:

Western Canada Theatre entertains, educates, and enriches the community of Kamloops and region, as it has for over 40 years, and also reaches across Canada in co-productions and on tours. Creating work of the highest artistic calibre and taking creative risks, we are constantly exploring and innovating. As the largest professional theatre in the southern interior of BC, WCT animates the creative energy of our artistic community by supporting the work of local artists, and by providing education and training to the artists and audience of tomorrow. Providing our diverse community with the best in a broadly based theatrical repertoire, WCT investigates classical theatre, premieres new Canadian work, produces entertaining musicals and family experiences, and represents the cultural mosaic we live in, with a particular focus on the First Nations of the region.

www.wctlive.ca

JOB DESCRIPTION:

Western Canada Theatre seeks a permanent, part-time (4 hours per weekday) Graphic Design and Marketing Associate. We are looking for someone who has extensive quality graphic design and social media marketing experience, is highly organized, can work independently and multi task a number of duties.

RESPONSIBILITIES:

Reporting to the Director of Marketing and Communications, the Graphic Design and Marketing Associate

1. Schedules and coordinates the design and production of graphic requirements for marketing and communications materials for WCT, including for season and play promotions, tours, fund development and special events, Stage One Theatre School and other education activities;
2. Designs and produces marketing and promotional pieces for print and digital distribution: posters, brochures, banners, flyers, and WCT's eNews;
3. Manages and coordinates social media promotions, including in the drafting of copy and production of supporting images and videos, and in the tracking of ROI;
4. Designs and produces show programmes and electronic lobby displays for plays;
5. Works with the Director to coordinate, design and develop WCT print and digital advertising; and
6. Maintains the visuals and content of the website through updates and coordinates more complex changes with a web service provider.
7. Provides general support to the Director of Marketing & Communications as required.

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QUALIFICATIONS:

- A university degree, diploma or the equivalent in graphic design or a similar, related field or study
- 3 years of related work experience
- Excellent skills in Adobe Creative Suite, including Photoshop, InDesign, Illustrator, as well as advanced knowledge of Microsoft Office Suite applications
- Considerable knowledge and skill in graphic design principals, methods and techniques
- Demonstrated typographic, colour, and layout abilities, knowledge of print production processes, and an understanding of digital production for print
- Working knowledge of marketing concepts and methodologies
- Excellent creative abilities and skills in promoting through various social media and digital communication platforms, including Facebook, Twitter, Instagram, Google Ads and Hootsuite
- Experience working with website content management systems, website maintenance, and HTML
- A portfolio reflecting design abilities, as well as demonstrating creativity and attention to quality and detail
- Ability to communicate effectively and maintain quality relationships with a variety of external and internal contacts
- Ability to prioritize projects and meet deadlines, using time line planning skills and techniques; self-motivated, able to work with minimal supervision, exercising independent judgment in the performance of duties and the establishment of priorities

Salary range between \$21-23 hourly, commensurate with experience and education, with a 20-hour weekly guarantee, with room for growth. The ideal candidate will be able to start on August 13, 2018.

Interested applicants should submit a cover letter, résumé and references by

Sunday, July 15, 2018
Attention: Catrina Crowe
Director of Marketing and Communications
Western Canada Theatre
catrina@wctlive.ca

Western Canada Theatre is committed to diversity in the workplace and we encourage all qualified candidates to apply. Due to the volume of submissions, we thank all who express interest in this position; only those selected for an interview will be contacted.