

## Marketing Coordinator / Content Creator

DEADLINE: **February 7 or as soon as possible**

Kay Meek Arts Centre is a performing arts venue in the heart of West Vancouver. Every year KMAC presents a season of more than 50 concerts, plays, dance performances, films, speakers and other special events in the 500-seat Grosvenor Theatre and the intimate McEwen Studio Theatre. When not being used for its own presentations, the Kay Meek Arts Centre facilities are available for rental to arts and community groups, including West Vancouver School District (SD45). The combination of hosted, rental and SD45 shows means the facility presents more than 300 performances every year.

The values of the Kay Meek Arts Centre are *Learning, Leading, Welcoming and Engaging*. We value diverse perspectives, experiences and cultures and are committed to inclusivity in our workplace.

WEBSITE: <https://kaymeek.com/>

## Marketing Coordinator / Content Creator

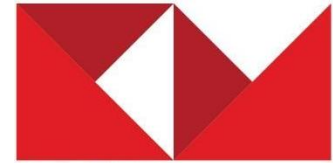
The Kay Meek Arts Centre is seeking a dynamic and proactive Marketing Coordinator / Content Creator to play a pivotal role in the implementation of our marketing and communications strategy across all platforms and channels.

The Marketing Coordinator will be responsible for content creation on all social media channels (Instagram, YouTube, Facebook and LinkedIn) as well as collaborating on email campaigns, marketing analytics and website design. The candidate must possess exceptional communication and organizational skills, think strategically, and communicate a passion for the performing arts.

The ideal candidate for this position is someone who has a strong interest and/or experience in storytelling, graphic design and audience engagement and is highly motivated to work toward outcomes in a fast-paced performing arts environment.

### Responsibilities:

- Create engaging content including videos, graphics and copy for social media, email marketing and our website, contributing to a marketing strategy that optimizes reach and conversion
- Boost visibility on social media channels, engaging in audience dialogue
- Set goals, track and analyze metrics and suggest solutions to improve the effectiveness of marketing initiatives and campaigns
- Maintain a marketing planning calendar that includes email campaigns, social media posts and manage digital engagement
- Assist with website updates and monitor visitor activity across all platforms
- Collaborate on the development of campaign concepts and strategies



**KAY  
MEEK  
ARTS CENTRE**

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Administration: 604.981.1170

**KAYMEEK.COM**

**Qualifications:**

- Post Secondary education in marketing, communications, digital design, social media, or a related field
- Experience in digital marketing and content generation for social media, e-newsletters, and website posts, preferably within the performing arts
- Strong storyteller with excellent written and verbal communication skills
- Strong organizational skills with the ability to oversee multiple projects and meet various deadlines
- Strategic and proactive with a willingness to take initiative
- Detail-oriented: a good proof-reader and editor of copy
- Graphic design and video editing experience on Canva, Adobe Creative Suite, or similar software
- Familiarity with analytics such as Instagram Insights, Facebook Analytics, and Google Analytics is preferred but it is not required
- Experience with WordPress, Dotdigital and Spektrix is an additional asset

**HOW TO APPLY:**

Please submit a cover letter and CV by email only to: [Melissa@kaymeek.com](mailto:Melissa@kaymeek.com)

\* Please note the position title in the subject line.

**REMUNERATION:**

\$22-\$28 per hour, depending upon experience. This is a part-time position requiring at least 25 hours per week to start, with the possibility to grow into a full-time position in the near future.