

<b>Job Title:</b>	<b>Marketing Associate</b>
<b>Title of Lead Collaborator:</b>	Artistic Director
<p>Summary/Purpose of Position: The Marketing Associate supports BTT’s operations, public relations, and information needs for productions and events by developing and applying appropriate marketing and administration processes. This is a contract position for 22 hours/month, under the leadership of the AD, supporting productions and events in collaboration with BTT staff, plus personal artistic development.</p>	
<p><b>REPRESENTATIVE TASKS (including but not limited to:)</b></p>	
<ol style="list-style-type: none"> <li>1. Provides administrative and coordination support including handling mail/email, drafting correspondence and marketing materials, agendas and meeting minutes, developing and maintaining databases, initiating invoices, and purchasing office supplies and equipment.</li> <li>2. Develops appropriate clerical and administrative processes, in consultation with lead collaborator.</li> <li>3. Coordinates the logistical and administrative aspects for a range of meetings, teleconferences and special events. This includes researching costs and preparing event budgets, coordinating schedules, preparing information and promotional materials, arranging food and accommodations, sending out invitations and handling registration, compiling evaluation results and/or archiving event-specific materials.</li> <li>4. Receives and processes a broad range of documents (e.g. forms, reports, spreadsheets) according to established procedures.</li> <li>5. Coordinates the administrative aspects of cyclical processes related to programs and events including marketing timelines, donor development, proposal submissions, etc.</li> <li>6. Maintains the filing system for program and event files and for documents such as reports, budgets, correspondence, staff orientation and training records, funder correspondence, etc.</li> <li>7. Assists internal and external contacts in understanding the practical applications of specific administrative guidelines, policies and procedures as needed.</li> <li>8. Provides backup support in collaboration with other BTT staff.</li> </ol>	

<p><b>Marketing Associate Information</b></p>
<p>This position requires someone with excellent written and verbal communication skills, strong interpersonal competence with a commitment to collaboration, and the ability to connect with people to advocate for the company. A high level of organization with good time-management skills, flexibility and self-motivation is critical, along with effective critical-thinking and problem-solving skills allowing them to develop and improve processes and procedures. The associate will have proven IT skills and previous experience in marketing, social media, Wordpress website CMS, and CRM software. Passion for bold, original theatre that meaningfully explores the spiritual aspects of human experience, resonance with BTT’s mission, vision, values and mandate, and an in-depth knowledge of the multi-disciplinary performing arts sector are preferred.</p>
<p><b>ACCOUNTABILITIES</b></p>
<p><b>Outcomes/Results</b></p> <ul style="list-style-type: none"> <li>• Administrative enquiries, media, public relations and patrons have an effective first point of contact;</li> <li>• Programs and events have administrative support and coordination;</li> <li>• Assigned projects, public relations and marketing plans are successfully managed;</li> <li>• Contact databases, website and social media platforms are up to date and and effective;</li> <li>• Administrative processes and procedures are developed and documented;</li> <li>• Strong connections and relationships with news media, patrons &amp; supporters. (continued...)</li> </ul>

<p><b>Standards to Follow</b></p> <ul style="list-style-type: none"> <li>• Works in ways that support BTT’s values of community, excellence, respect, integrity and wholeness;</li> <li>• Timely, organized and professional, while cultivating a hospitable and collaborative presence;</li> <li>• Confidential treatment of all information and materials;</li> <li>• A spirit of curiosity and tenacity to “get the job done”;</li> <li>• Prompt communication of issues of importance or concern to lead collaborator;</li> <li>• Setting priorities for own work and meeting deadlines;</li> <li>• Compliance with all relevant legislation, regulations, policies and procedures;</li> <li>• Readiness to collaborate as an engaged and supportive member of the Burnt Thicket team.</li> </ul>
<p><b>EDUCATION &amp; EXPERIENCE</b></p>
<p>The position requires minimum two years of post-secondary education as well as a minimum 2 years of relevant experience. Previous experience in marketing is required, preferably in theatre or creative industries. Proficiency in software applications such as Word, Excel, Desktop Publishing, Canva and Wordpress are essential. Relevant education, preferably at a degree level, is preferred. Equivalent combinations of education and experience may be considered. Training and mentorship by AD and others will be provided as needed, including access to artsvest webinars. A valid SK driver’s license and a sense of humour are definite assets.</p>
<p><b>JOB SCOPE (SKILLS AND RESPONSIBILITY)</b></p>
<p>Plans and prioritizes own workflow to complete a range of assignments and self-generated projects. Undertakes a combination of routine and special duties, working within established standards. Communicates with others to exchange information and to connect and collaborate in a supportive way. Listens well, receiving information and training effectively. Deals with problems specific to the job, applying or adapting guidelines and procedures to solve them.</p>
<p><b>EFFORT</b></p>
<p>While some tasks are repetitive and ongoing, there are cycles of low and peak periods during production schedules. During production periods, high volume, time sensitive workload can be expected and the associate must be able to work under pressure to rigid timelines. While much of the duties will take place in an office environment, working in the community, meeting with suppliers and supporters will be expected.</p>
<p><b>WORKING CONDITIONS</b></p>
<p>The associate will provide their own office space and equipment, where most duties can be completed. Some meeting in the community with suppliers, donors, volunteers and the AD will be expected. During production schedules, the associate may be required to be present at the production facility or other venues.</p>
<p><b>TERMS &amp; CONDITIONS</b></p>
<p>22 hours per month contract through June 30, 2022, with potential for renewal for following year.</p> <p>Hourly rate: \$20/hr; paid by e-transfer; contracted as a self-employed contractor; the associate will submit monthly invoices for actual time spent, up to 22 hours per month (including 2 hours per month of personal artistic development or self-directed creative work).</p> <p>There will be a first three months’ probation period. Full terms and conditions will be discussed with those candidates invited to interview and confirmed with the successful applicant in their contract.</p>