



## **Arts & Entertainment Management Instructor (NREG)**

Capilano University is named after Chief Joe Capilano (1854–1910), an important leader of the Skwxwú7mesh (Squamish) Nation of the Coast Salish Peoples. We respectfully acknowledge that our campuses are located on the unceded territories of the səliłwətał (Tseil-Waututh), shísháłh (Sechelt), Skwxwú7mesh (Squamish), and xʷməθkʷəy̓əm (Musqueam) Nations.

At Capilano University we are committed to supporting a campus community that is both diverse and inclusive. We believe that diversity within our workforce is essential in creating both an exceptional student and employee experience. As part of our ongoing commitment to Diversity, Equity and Inclusion (DEI), we strive to ensure that our recruitment campaigns authentically reflect the diverse community we serve. We actively encourage applications from Indigenous Peoples, Black and racialized persons, persons with disabilities, women, and members of the 2SLGBTQIA+ community, as we value the unique perspectives, lived experiences, and skillsets each individual brings to CapU.

To help us focus our efforts, we encourage all applicants to complete a short anonymous questionnaire, if they wish. The results of the questionnaire are not linked to you or your application and do not form part of the selection process. The goal of collecting this anonymous data is to gain a better understanding our organizational reach, while continuously working to improve the diversity of our applicant pool.

All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority. Should you require accommodations during the hiring process please reach out to [jeremyorsted@capilanou.ca](mailto:jeremyorsted@capilanou.ca).

**Competition Number:** F202617

**Position Title:** Instructor, Marketing and Audience Development in Arts & Entertainment

**Union:** Capilano Faculty Association

**Department:** Arts and Entertainment Management

**Position Status:** Non-Regular

**Workload Amount:** 1 section

**Internal or External:** External

**Appointment Date (mm/dd/yyyy):** 09/01/2026

**Job Posting Open Date:** 04/24/2026



**Job Posting Close Date:** 05/12/2026

**Salary Scale:** \$9,420 per instructional section

**Location:** North Vancouver

### **Working with us**

At Capilano University, learners are our focus. Guided by the goals outlined in [Envisioning](#) and [Illuminating 2030](#), employees play an essential role in creating an exceptional learning experience for and with learners and are central to a thriving campus community. Together, we are inspired by imagination and Capilano University is one of the leading teaching-focused universities in British Columbia and one of BC's Top Employers. Grounded by our sense of purpose, we offer a meaningful, friendly, and dynamic work environment.

### **About the role**

The Arts and Entertainment Management program invites applications for a non-regular Instructor specializing in Marketing and Audience Development. This is a unionized position and the successful candidate will teach one section of AEM 245: Marketing and Audience Development in Arts and Entertainment during the Fall term. The successful candidate(s) may be offered additional sections in future terms pending scheduling needs. Courses have a maximum of 35 students and will be delivered at our North Vancouver campus. This position will begin on September 1, 2026.

The successful applicant will be responsible for delivering course content focused on short-term marketing strategies and long-term audience development approaches as they are practiced within the arts, culture, and entertainment sectors. Instruction emphasizes aligning organizational objectives with audience needs through effective communication, branding, ethical engagement, and inclusive practices in industry-relevant contexts.

Course delivery is in person and includes a mix of applied learning, discussion-based instruction, and project work. Students explore how communities are defined, how audiences are cultivated and sustained, and how culturally and ethically appropriate marketing strategies can reduce barriers to participation across a range of arts and entertainment organizations. Teaching prepares students for professional roles in arts and entertainment marketing, communications, and audience development, while also building foundational marketing awareness and strategic thinking applicable to a wide range of roles within the industry.

The successful candidate will teach courses in the area of marketing and audience development at the undergraduate level and may be asked to teach or develop other courses within their area of expertise. Duties include:

The Instructor will be responsible for the following:

### ***Teaching and Learning***

- Design and deliver course content related to marketing and audience development in the creative industries, aligned with approved course outlines and learning outcomes
- Facilitate learning in areas including marketing principles, branding, advertising psychology, copywriting, social media strategy, graphic design, and diversity marketing
- Guide students in distinguishing between short-term marketing initiatives and long-term audience development strategies
- Support students in identifying and analyzing audience motivations, needs, and barriers to engagement
- Teach students how to develop comprehensive marketing plans, including product or service design, pricing, distribution, and promotion
- Integrate real-world case studies, current industry practices, and platform-specific social media analysis into course delivery
- Assess student learning using a range of evaluation methods, including assignments, projects, in-class exercises, and learning portfolios
- Provide timely, constructive feedback to support student learning and professional skill development

### ***Curriculum and Program Contribution***

- Ensure course delivery remains current and responsive to changes in marketing practices, digital platforms, and audience engagement trends
- Contribute to program-level discussions related to curriculum development, assessment alignment, and industry relevance
- Collaborate with colleagues to support student success, program coherence, and experiential learning opportunities

### ***Professional and Ethical Practice***

- Model ethical and culturally responsive marketing practices appropriate for diverse communities
- Facilitate critical discussion around access, inclusion, representation, and equity in audience development
- Address ethical considerations related to data use, messaging, sponsorship, and community relationships

**Course schedule included in the position:**

Fall 2026

[AEM 245 - Marketing and Audience Development](#) , W/F 11:30am – 12:50pm

**Experience, competencies & qualifications****Required Qualifications**

Applicants must meet the following qualifications:

- Minimum of five years of senior-level professional experience in arts marketing, audience development, communications, or a closely related field
- Demonstrated experience developing and implementing marketing plans, audience engagement strategies, or communications campaigns
- Familiarity with digital marketing tools, social media analytics, and platform-specific engagement strategies
- Experience collaborating with designers, media partners, or sponsorship stakeholders
- Current professional engagement in the arts, cultural, or creative industries
- Master's degree in a relevant discipline such as arts management, marketing, cultural studies, communications, or a related field
- Previous post-secondary teaching experience or demonstrated ability to teach effectively in an adult learning environment
- Strong written, verbal, and visual communication skills

**Preferred Qualifications**

The following are considered assets:

- Experience working within arts and cultural organizations, festivals, or presenting venues
- Experience engaging diverse communities and developing inclusion-focused marketing or outreach initiatives
- Experience mentoring or supervising emerging professionals in marketing, communications, or audience development roles

We recognize that candidates may bring additional experience and qualifications other than those listed here; we encourage applicants to include any other relevant experiences, skills or perspectives that align with the role to be considered as part of your application.

**How to apply**



Please submit your application package to [talentacquisition@capilanou.ca](mailto:talentacquisition@capilanou.ca) and be sure to include the following:

- 1) The position title and competition number in the subject line of your email.
- 2) A cover letter outlining qualifications for the position
- 3) A curriculum vitae

Shortlisted candidates will be invited to participate in an in-person teaching demonstration and interview with the search committee. Successful candidates will be required to provide references from two people who have previously supervised their work.

***Thank you for your interest in this opportunity with us at Capilano University!***