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| Revision Date: | November 2013<br>December 19, 2011<br>June 2004 |
| Pay Group:     | 20                                              |
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## **CLASS SPECIFICATION**

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### **MARKETING AND COMMUNICATIONS SPECIALIST, BLUESHORE FINANCIAL CENTRE FOR THE PERFORMING ARTS (BLUESHORE CENTRE)**

#### **NATURE AND SCOPE OF WORK**

This is performing arts marketing, communications and media relations work to produce promotional material for the BlueShore Financial Centre for the Performing Arts. An incumbent identifies and develops marketing and communication strategies to promote and support the centre's objectives, goals and external market position. An incumbent is primarily responsible for media relations, producing calendars, brochures, web content, and other promotional material. An incumbent reports to the Associate Managing Director.

#### **ILLUSTRATIVE EXAMPLES OF DUTIES**

- Writes, prepares, edits and distributes all promotional print material pertaining to the BlueShore Centre including creating regular newsletters and electronic newsletters; working with in house designers on advertisements and collateral material such as posters and flyers; create programs for performances in the BlueShore Centre where appropriate; edits material received from others.
- Identifies and develops marketing and communications strategies and plans to meet BlueShore Centre's objectives; advises on the most effective method of communicating; determines the best medium, audience, timing and source; uses appropriate style, content and tone; evaluates and monitors the effectiveness of strategies through surveys, audits and interviews; analyses and reports on BlueShore Centre statistics on attendance, revenues and expenses.
- Prepares and, once approved by the Associate Managing Director, monitors the department's advertising and promotion budget.
- Plans, coordinates and, if approved, executes promotional campus and off-campus displays.
- Creates and maintains the BlueShore Centre's website.

- Develops mailing lists through research that targets previous customers as well as unsolicited sections of the BlueShore Centre market.
- Researches, writes and prepares promotional press releases and articles; provides information regarding the BlueShore Centre's activities to internal and external audiences; arranges for the creation, production and distribution of media kits and undertakes follow-up calls of same.
- Solicits and coordinates media interest.
- Maintains files as required and performs a series of recordkeeping duties.
- May be required to take training and act in the capacity of a floor warden as part of the University's Emergency Preparedness Plan (fire, earthquake, WHMIS).
- Performs duties related to the qualifications and requirements of the position.

### **REQUIRED KNOWLEDGE, ABILITIES AND SKILLS**

- Thorough knowledge of production principles from design to execution, techniques and processes as they relate to advertising, publications and web pages.
- Thorough knowledge of effective writing styles for diversified groups including the ability to apply CP and other styles to writing and editing; and the ability to achieve a very high degree of accuracy in proofreading.
- Thorough knowledge of English grammar, spelling and punctuation.
- Thorough knowledge of the local, regional, national and international performing arts industries.
- Considerable music industry knowledge essential.
- Considerable knowledge of performing arts marketing and communication strategies and the requirements for effective advertising material.
- Considerable knowledge of marketing and communication policies, procedures and work methods in the performing arts industry.
- Considerable knowledge of the programming and objectives of the BlueShore Centre.
- Considerable knowledge of performing arts advertising media including the ability to make recommendations for ad placement based on budget parameters and appropriateness of media.
- Considerable knowledge of current desktop publishing, database, spreadsheet, word processing and web applications as applied to performing arts marketing.

- Considerable knowledge of the operation of PC computerized systems including hardware, software and peripherals.
- Considerable knowledge of and contacts with local and regional entertainment media.
- Ability to work efficiently and effectively under conditions of multiple deadlines and changing priorities.
- Ability to disseminate and adapt information in the best interests of the BlueShore Centre.
- Ability to maintain effective working relationships at all levels of an organization.
- Ability to utilize initiative and creative thinking as a member of a creative team in order to create or modify marketing strategies to enhance the University and the BlueShore Centre brand.
- Ability to write in a variety of formats, including press releases, brochures, internal communications, newsletters and social media.
- Ability to analyse data.
- Ability to prepare and execute performing arts season marketing plans.

### **REQUIRED TRAINING AND EXPERIENCE**

- Completion of the Diploma in Arts and Entertainment Management offered at Capilano University or a comparable program in the field of arts management.
- Two years professional experience in performing arts marketing including experience with media relations.

### **REQUIRED LICENCES, CERTIFICATES AND REGISTRATIONS**

None.