

Position: Marketing & Fundraising Coordinator



Compensation: \$25 / hour

Hours: Temporary Employment; BC Summer Jobs

30 hours per week x 9 weeks

Office Environment: 60 Wharf Street, Nanaimo

Position Overview:

Our small and passionate team is excited and eager to work with a new team member, and one who shares our love of performance, dance, art, and community, alongside values of inclusion, integrity, curiosity and connection. We seek a creative individual with a natural proclivity to storytelling, an aesthetic eye, and experience - or eagerness to learn - Marketing & Fundraising within the Arts & Cultural sector. If you excel at building relationships, communication, and seeing connections and opportunities that others might not, please consider applying.

Under the guidance of the Director of Operations, the Marketing & Fundraising Coordinator helps develop the Marketing & Fundraising strategies annually and assumes lead on execution of these strategies day-to-day. This includes managing the organization's brand standards, coordinating advertisement development with graphic designers, purchasing media, identifying fundraising prospects, and creating sponsorship kits as well as individual giving fundraising letters. The Marketing & Fundraising Coordinator assumes the voice of the organization, managing social media accounts by engaging our community with brand-aligned, engaging posts, which will include content creation.

Specific Duties and Responsibilities:

The Marketing & Fundraising Coordinator's responsibilities include, but may not be limited to:

- Managing Social Media channels for the organization through regular posting and engagement;
- Coordinating advertisement design with graphic design contractors (for approval by Artistic Director and Director, Operations)
- Negotiating advertising opportunities and partnerships;
- Engaging with organizations within the community to develop dynamic promotional opportunities;
- Identifying Corporate and Individual Giving prospects and developing communication strategies and pieces to suit the fundraising ask;
- Supporting the Director, Operations and the Artistic Managing Director in hosting donor events, and closing fundraising deals;
- Attending performances and assisting with front-of-house and hosting tasks;

- Coordinate the development and printing of Programs for each performance, including the sales of advertisement space as required.
- Coordination of donor recognition and other stewardship efforts.
- The position will require some evening and weekend work and hours will vary depending on production schedule

Required Qualifications, Knowledge, Education and Skills:

The ideal individual possesses these competencies. If you do not match with all that are listed below, we invite you to still apply as we will train the right individual.

- A focused attention to detail, with excellent organizational skills;
- An aesthetic appreciation and the ability to recognize brand and design alignment and visual appeal, through past experience or ability;
- Strong communication skills, both written and oral, the ability to translate complex ideas into compelling, plain-language copy that suits all audiences;
- The ability to work as part of a team, showing up with eagerness and accountability;
- Experience working on Social Media platforms, analyzing key performance indicators, and the ability to identify compelling content ideas, and write brand-aligned copy;
- Previous marketing and/or communications and fundraising experience would be ideal;
- Ability to work independently as well as in teams;
- The capacity to work effectively and efficiently in a complex, fast-paced, and changing environment with numerous deadlines and priorities;
- Resourcefulness; ability to multi-task and stamina will support your placement
- Ability to communicate effectively, respectfully and professionally both verbally and in writing in a courteous and clear manner;
- Demonstrated interpersonal and time management skills and the ability to manage expectations
- Driving is an essential part of this placement

How to Apply:

This position is funded through the Canada Summer Jobs Program. The successful applicant must be:

- Be a Canadian citizen, permanent resident or have refugee status in Canada
- Be between 15 and 30 years of age at the start of employment
- Have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations

Applications will only be considered if they meet the Canada Summer Jobs Programs requirements as well as the relevant qualifications and skills of this job posting.

Please send submit a cover letter, resume, and three references to dance@crimsoncoast.org with "Marketing & Fundraising Coordinator" in the title.

Closing date for applications is Friday, May 31, 2024. Only those selected for an interview will be contacted. References will be contacted prior to interview scheduling.

Fostering inter-cultural, inter-disciplinary, multi-perspective dialogue is at the heart of our artistic vision; we believe difference illuminates possibility. We are committed to equity and inclusion in our hiring practices and welcome application from all who are interested, but in particular from those who identify as equity-deserving. If you require accommodation in the application or hiring process, please let us know.

About Crimson Coast Dance:

Crimson Coast Dance (CCD) is a non-profit Society celebrating over 25 years of developing and supporting contemporary and cultural dance creations, productions, performances, and educational opportunities at both grass roots and professional levels in Central Vancouver Island. The organization has an active Board of Directors, committed public sector support, and an office at the Centre for the Arts in downtown Nanaimo. The Society is committed to raising the profile of dance, cultivating an engaged dance community, developing dance audiences outside the BC Lower Mainland and offering performance and teaching opportunities for professional dance artists and enthusiasts, including equity-deserving peoples in the growing cultural community in Nanaimo.

CCD programs events year-round. We produce: Dance on the Crimson Coast Mainstage Series; Body Talk Teen Program, a year-long youth 'skills in arts' explorations; the InFrinGinG Dance Festival in July; Residencies and the Mixed Abilities Dance Jams.

Along with this programming we produce the signature fundraising initiative; Wee Tipple: Nanaimo's Whisk(e)y Festival.