



110 – 750 Hamilton Street | Vancouver, BC V6B 2R5 | 604.879.9888 | musiconmain.ca

Job Posting: Marketing Manager
Application Deadline: October 19, 2018

About Music on Main

Music that brings us together. Music on Main’s artistic vision is grounded in presenting top-flight classical, new, and genre-bending music in environments that are intimate and social. We offer access to music, artistic adventure, and community while building connections between artists and audiences. Since 2006, the organization has developed internationally lauded programming, featuring more than 1,000 musicians, over 300 concerts, and upwards of 100 world premieres. Independent and vibrant, Music on Main strives for game-changing production values, rock-solid administration and financial management, enhanced audience-artist interaction, and industry-leading marketing, fundraising, and digital programs.

In 2010 we introduced the Modulus Festival, hailed by Gramophone Magazine for providing “western Canada with one of the finest windows onto the post-classical scene.” In 2012 we launched a Composer in Residence program which has featured Jocelyn Morlock, Caroline Shaw, and Nicole Lizée. In 2014, we partnered with PuSh Festival, Touchstone Theatre, and DOXA Documentary Film Festival to build The Post at 750, our shared office and rehearsal space in downtown Vancouver. And in 2017, we co-hosted ISCM World New Music Days 2017, the largest new music festival in Canada’s history. Local, cosmopolitan, and globally connected, Music on Main is regularly cited as one of Canada’s leading music series.

About the Marketing Manager Position

Music on Main seeks a marketing and communications professional who wants to shine a spotlight on one of the most celebrated music presenters in Canada’s cultural scene. As a vibrant, growing organization, Music on Main offers its team plenty of opportunity for experience, growth, and autonomy. Our entrepreneurial spirit engages a build-measure-learn model for all that we do, including testing, reporting, and refining marketing and communications tools. Reporting to Artistic Director David Pay and working closely with Artistic Planning & Operations Manager Shayna Goldberg, the Marketing Manager will be responsible for managing and implementing Music on Main’s marketing and communications initiatives, including for the annual Modulus Festival.

1. **Marketing** focuses on audience research and the techniques for successful ticket sales. Includes: creating, implementing, and managing annual marketing and communications plan; copy writing; preparing weekly email campaigns; overseeing design, printing, and distribution of all printed and digital marketing, fundraising, and other public-facing material; preparing and editing concert programs; tracking and reporting marketing campaign results to Music on Main team; and engaging external design contractors, and marketing volunteers.
2. **Communications** focuses on expanding awareness of Music on Main’s activities locally, nationally, and internationally. Includes: creating and implementing a communications policy; providing vision for and managing external communication; ensuring public and private funders, sponsors, and donors are recognized in external communications; implementing and managing all social media, media relations, and promotions; and supporting audience, artist, donor, and funder relations at events.

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About You

You're a creative, ambitious professional who is passionate about storytelling and the performing arts. You've worked in a related position for a minimum of three years. You find a certain magic in deadlines, and your propensity to plan is your magic wand. Your love of grammar is contagious. Your writing grabs attention. Your communication and interpersonal skills allow you to make lasting connections with colleagues, audience members, and artists. Your familiarity with software like Illustrator, InDesign, and Premiere Pro lets you edit content in a breeze. Smashing sales targets is your superpower. Your curiosity propels inventive campaigns and insightful research.

Compensation

This is a full-time position with an annual salary of \$40,000 to \$42,000, a comprehensive benefits package, three weeks paid vacation, and occasional additional paid time off. Music on Main is proud to be a certified Living Wage employer. Fulfillment by contractors will be considered.

Application Process

Please email your resumé, cover letter, two examples of your professional writing, and two references to sg@musiconmain.ca by October 19 with the subject line "Creative Candidate." In your cover letter, please explain why you are an excellent candidate for the position.

Only those selected for interviews will be contacted. We look forward to hearing from you!