

# ALBERTA THEATRE PROJECTS

## JOB DESCRIPTION — DIGITAL MARKETING COORDINATOR

### OVERVIEW

Alberta Theatre Projects (ATP) is seeking a dynamic and creative Digital Media Coordinator to lead our online presence, digital engagement strategies, and multimedia content creation. Reporting to the Manager, Sales & Marketing this role will be instrumental in expanding ATP's digital reach, strengthening brand awareness, and fostering meaningful connections with our audience. This full-time, year-round position is a key part of our marketing team, ensuring that ATP's storytelling and community engagement efforts are brought to life across digital platforms.

The ideal candidate has experience in content creation, video production, digital marketing strategies, and community management. This role will also include elements of event planning and execution, ensuring that ATP's events are well-promoted and seamlessly integrated with our digital media presence.

*\*Please note that the recruitment process is being handled by Modern People Solutions. Please direct your inquiries to Modern People Solutions.*

### WHAT DOES THE OPPORTUNITY LOOK LIKE?

#### *Digital Media & Content Strategy*

- Maintain and execute an innovative digital media strategy aligned with ATP's brand and audience engagement goals.
- Create, source, schedule, and publish content across owned digital channels, including social media platforms, website, and email marketing.
- Monitor digital platforms, engage with followers, respond to comments and direct messages, and proactively foster community interaction.
- Build and maintain relationships with influencers, arts organizations, and cultural communities to expand ATP's digital presence.
- Generate user-generated content campaigns to increase audience involvement and participation.

#### *Video Production & Multimedia Content*

- Produce, shoot, and edit high-quality video content for promotional campaigns, behind-the-scenes footage, interviews, and digital storytelling.
- Develop engaging video content tailored for various platforms, including social media, website, and email marketing.
- Collaborate with the marketing team to integrate video into digital advertising and fundraising efforts.
- Maintain ATP's multimedia archives and ensure consistent branding across digital content.

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### *Marketing & Brand Awareness*

- Collaborate with the Manager, Sales and Marketing and the Marketing & Communications Coordinator to support overall marketing initiatives.
- Assist in digital advertising strategies, including paid social media campaigns.
- Support the development of digital marketing assets, including graphics, video clips, and photography.
- Track, analyze, and report on the performance of digital campaigns to optimize engagement and reach.
- Stay up-to-date on trends and innovations in digital marketing and social media best practices.

### *Event Planning & Execution*

- Support ATP's event marketing efforts, including creating event-related digital content and promotional materials.
- Assist in on-site event coordination and execution, ensuring digital media coverage and audience engagement during live events.
- Capture and curate live event content, including behind-the-scenes footage, interviews, and interactive social moments.

### *Collaboration & Cross-Departmental Support*

- Work with various ATP departments to amplify initiatives such as Youth Engagement, Sponsor Events, Donor Appreciation, and fundraising campaigns.
- Support digital fundraising campaigns through storytelling, donor engagement, and online promotions.
- Contribute to website updates and email marketing campaigns as needed.

### **WHAT ARE WE LOOKING FOR?**

- Experience working as a Digital Marketing Coordinator, Marketing Administrator, Social Media Marketer, working in video production or a similar role in digital media
- Strong understanding of digital platforms, trends, and engagement strategies.
- Excellent writing and storytelling skills with the ability to adapt tone for different platforms and audiences.
- Experience with video editing software (Adobe Premiere Pro, Final Cut Pro, or similar) and content creation tools (Canva, Adobe Creative Suite, etc.).
- Ability to analyze digital media metrics and adjust strategies accordingly.
- Strong project management and organizational skills, with the ability to manage multiple deadlines.

# ALBERTA THEATRE PROJECTS

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- Passion for theatre, arts, and culture, with an understanding of ATP's audience and community.
- Experience in event planning and coordination is an asset.
- Willingness to work evenings, weekends, and holidays as required for events.

### WHAT'S IN IT FOR YOU?

- Competitive salary range of \$48,000 - \$54,000, commensurate with experience.
- Employee benefits package after three months of employment.
- Professional development opportunities and mentorship.
- A vibrant, collaborative work environment within a leading contemporary theatre company.
- The opportunity to shape ATP's digital presence and community engagement efforts.

If you are passionate about digital storytelling, video production, and community-building through media, join ATP in bringing the magic of theatre to new audiences!

Alberta Theatre Projects is committed to reflecting the diversity of our community. We believe in equality and inclusion and strongly encourage submissions from all qualified individuals regardless of gender, age, race, sexual orientation, and physical ability. If you require any accommodations during the recruitment process, please let us know in the application process.

To apply, please visit: <https://mpeoplesolutions.com/jobs/digital-marketing-coordinator/>

**Job Category:** Corporate

**Job Type:** Full Time

**Job Location:** Calgary