

ROYAL & McPHERSON

JOB POSTING

POSITION TITLE: DIGITAL MARKETING COORDINATOR

STATUS: Full Time, Permanent

The Royal and McPherson Theatres Society respectfully acknowledges that the McPherson Playhouse and the Royal Theatre are located on the traditional territories of the Lekwungen peoples, now known as the Songhees and Xwsepsum Nations.

For over four decades, the Royal and McPherson Theatres Society (RMTS) has managed the Royal Theatre and the McPherson Playhouse providing service to over 200,000 patrons annually. The RMTS is the steward of two landmark theatres in Greater Victoria and is key to the growth and development of the arts in the community. The RMTS manages the theatres on behalf of the buildings' municipal owners and provides up-to-date facilities and services, encourages community arts, promotes quality programming, and maximizes the use of the facilities. The RMTS is focused on the preservation of the two historic assets and is primarily a rental only facility; however, it provides a full complement of support services to its presenter clients.

The RMTS is committed to equal employment opportunity for all employees and applicants for employment and to providing employees with a safe and respectful work environment free of discrimination and harassment.

The RMTS is seeking a creative, detail-oriented and motivated ***DIGITAL MARKETING COORDINATOR*** to assist in the production of digital content that strengthens brand awareness and fosters meaningful connections with our patrons and community. Reporting to the Manager, Integrated Marketing & Technology, this role will be key in developing and implementing the RMTS' marketing and communications strategies across various digital channels.

THE POSITION

General responsibilities include:

- Maintain and execute an innovative digital marketing strategy that aligns with the RMTS' brand and strategic priorities. Create, source, schedule and publish content across owned digital channels, including social media platforms, website, e-marketing and signage at venues.
- Monitor digital platforms, engage with followers, respond to comments and cultivate community connection.
- Provide excellent customer and client service through written and verbal communication.
- Track, analyze and report on the performances of digital campaigns to optimize effective engagement strategies.
- Collaborate with RMTS team to produce branded reports and presentations.
- Development and implementation of annual fund campaigns.
- Stay up to date on digital marketing trends and social media best practices.

ROYAL & McPHERSON THEATRES SOCIETY | 302- 1005 BROAD STREET | VICTORIA, BC | V8W 2A1

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- Produce branded monthly events listing for box office.
- Collaborate with internal and external stakeholders on digital projects.
- Other duties as assigned.

IDEAL CANDIDATE

- Three to five years of digital marketing or communications experience working in a non-profit arts organization or similar.
- Post-secondary education in a relevant field. An equivalent combination of education and experience will be considered.
- Experience and understanding of digital platforms, trends and engagement strategies.
- Excellent written and verbal communication skills with the ability to adapt tone for different uses and audiences.
- Solid computer skills with experience in the following: Adobe Creative Suites, Canva, SharePoint, Google Analytics, Google Tag Manager, Microsoft Office.
- Tessitura experience is considered an asset.
- Project management skills.
- Collaborative mindset.
- Strong troubleshooting and problem-solving skills.
- Self-motivated with the ability to work efficiently in a busy environment where new technology and processes are ever changing.
- Ability to multi-task successfully and dynamically prioritize based on competing priorities.
- Must be extremely detailed, organized and results oriented.
- Proven ability to work with cross-functional teams and maintain positive relationships with clients and vendors.

COMPENSATION & BENEFITS

- Salary: \$60,000 to \$65,000 annually commensurate with experience and qualifications (based on a 35-hour work, Monday to Friday)
- Comprehensive benefit package including: Extended Health and Dental; Short Term and Long-Term Disability; Life Insurance, AD&D, Dependent Life
- Municipal Pension Plan
- Paid Vacation
- Up to 12 Sick Days annually

APPLICATION PROCESS

Please submit your **resume** and **cover letter** to kainey@rmts.bc.ca

Posting Closes – Friday, August 22, 2025, at 4:30 p.m.

The RMTS is committed to attracting, building, and retaining a respectful and diverse workplace. We strive to ensure our hiring process is held in a fair, transparent, timely and open manner. All individuals regardless of gender, identity, cultural background, age, or ability are encouraged to apply. We thank all who take the time to apply; however, only those selected for interviews will be contacted. No phone calls please.

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