Job Description

Updated: November 5, 2026

Position At A Glance

Position title	Marketing and Communications Manager
Organization	The Port Theatre Society
Location	Nanaimo, British Columbia
Employment status	Full-time administrative position
Reports to	Managing Director
Salary	$60,000 to $65,000 annually, based on experience and qualifications
Vacation	Three weeks of vacation
Direct reports	Marketing Assistant
Key internal partners	Development Officer, Ticket Centre Manager, Administrative Coordinator, Bookings & Programs Coordinator, and Front of House Manager
Deadline	Sunday, November 22, 2026, 11:59 pm Pacific

About The Port Theatre Society

The Port Theatre Society is a charitable not-for-profit organization that co-manages the Port Theatre with the City of Nanaimo. The Port Theatre is a community performing arts centre located on the traditional territory of the Snuneymuxw First Nation, in the heart of Nanaimo on Central Vancouver Island.

The organization has earned an international reputation for its acclaimed Spotlight Series. The theatre is an important gathering place for professional arts organizations, community groups, audiences, donors, volunteers, and civic partners. Strategically situated on the national touring circuit, the theatre supports a wide variety of events and activities including concerts, theatre, dance, recitals, competitions, graduations, conferences, community events, and many other public and private activities.

The Port Theatre is one of the busiest theatres in British Columbia with over 307 days of activity and welcoming over 124,000 people through our doors annually. The Society has grown substantially in recent years building back from the pandemic. In 2022, its annual operating budget was approximately $1.6 million. In the upcoming 2026-2027 season, it is expected to reach $3.5 million. This growth reflects the Society's expanding artistic, civic, operational, and community role, and requires additional senior leadership to support long-term sustainability, resilience, and high-level execution.

Vision, Mission, and Core Values

The Port Theatre Society's 2023-2026 Strategic Plan sets out the following vision, mission, and core values:

Vision

- We see Vancouver Island as a nationally significant hub for arts and culture and a home to thriving communities.

Mission

- To build and serve our community by bringing people together as a vital gathering place.
- To deliver exceptional performance experiences for artists and audiences.
- To act as a catalyst in the creation, collaboration, and development of transformative new works and talent.

Core Values

- We are compassionate, accessible, inclusive, and welcoming.
- We care deeply about our patrons, artists, donors, staff, and volunteers.
- We are a committed partner of the community in which we serve.
- We are a leader in arts and culture.

Position Summary

Reporting to the Managing Director, the Marketing and Communications Manager is responsible for growing audiences across the Society's Port Present Series, strengthening our public profile, supporting ticket sales, rentals, and community engagement. This individual will lead integrated marketing and communications for the Society.

Marketing is responsible for generating demand: audience development, promotion, advertising, market research, campaign performance, and revenue-supporting activity. Communications is responsible for managing the Society's voice, image, and reputation: organizational messaging, media relations, and editorial standards and style.

The Manager also oversees the creation and production of visual, written, audio, and video materials for promotional, internal, and archival purposes.

As a public ambassador for the organization, this role will build respectful relationships with artists, agents, sponsors, contractors, community partners, audience members, staff, volunteers, donors, and the public while representing the Society's mission and values.

The position additionally supervises the part-time Marketing Assistant and works collaboratively across departments to ensure accurate, timely, and coordinated communications and marketing. In a small-team environment, it is essential this role anticipates organizational needs, establishes priorities, manages deadlines, and ensures marketing and communications projects are delivered accurately, effectively, and on schedule.

Key Responsibilities

1. Marketing Strategy, Audience Development & Advertising

- Develop and implement marketing strategies for the Spotlight and Amplify Series, rental business unit, and other Society initiatives.
- Plan and manage integrated advertising campaigns across print, radio, digital, social media, and other appropriate channels.

- Evaluate, negotiate, and secure advertising and promotional opportunities based on audience reach, strategic fit, and value.
- Support planning and oversight of the marketing department budget, including expense tracking and reporting against projections.
- Conduct market and audience research, assess campaign results and channel performance, and apply findings to future marketing strategies.

2. Organizational Communications & Public Relations

- Develop and maintain clear organizational messaging and a consistent public voice across communications channels.
- Manage media relations, respond to media inquiries, coordinate publicity opportunities, and maintain relationships with relevant media contacts.
- Lead the planning, writing, editing, coordination, and production of the Society's Annual Report.
- Support and coordinate communications for other departments, including Ticket Centre language, signage, external correspondence, and related messaging, while ensuring consistency with the Society's brand and organizational voice.

3. Brand, Digital Channels & Content Production

- Jointly manage the Society's website with the Ticketing Centre.
- Lead and manage social media strategy and content across all channels, including editorial planning, publishing schedules, content accuracy, and ongoing updates.
- Lead the collaborative review and renewal of the Port Theatre's brand guidelines.
- Oversee the creation of print, digital, graphic, audio, and video materials, working with external designers, printers, photographers, videographers, and other contractors as required.
- Produce selected materials in-house and ensure all creative work is accurate, accessible, on-brand, and delivered on time.
- Coordinate marketing and recognition assets with show sponsors.

4. Community Relations

- Identify, and develop relationships with community organizations, businesses, sponsors, and other groups that advance marketing and outreach goals.
- Plan and implement promotional activities at performances, community events, markets, mixers, tradeshows, and other public engagements.
- Oversee outreach initiatives, including the Membership program, ticket access programs, workshops, and related partnerships.

5. Funding & Administration

- Collaborate with leadership on grant applications and help identify prospective funding opportunities.
- Maintain organized project records, databases, creative assets, and archival materials.

6. Team & Project Management

- Provide respectful supervision, direction, and support to the part-time Marketing Assistant.
- Set project priorities, schedules, deliverables, and quality standards for marketing and communications work.
- Coordinate internal and external contributors, manage deadlines, and ensure project requirements are completed accurately and on time.

Key Tools

The Marketing and Communications Manager is familiar with the following tools:

- Microsoft 365 and SharePoint
- Microsoft Office
- Email platforms such as Dotdigital, Constant Contact, and Mailchimp
- Adobe Suite
- Meta for Business

Candidate Profile

The successful candidate will be an experienced marketing and communications professional in the arts, cultural, or media sector, with strong skills in campaign strategy, brand management, content production, media relations, and project management. They will exercise sound judgment and creativity when shaping the Society's public voice and stewarding relationships with audiences, artists, sponsors, and the media.

The Port Theatre team works in a highly collaborative, hands-on environment. The successful candidate will demonstrate a strong commitment to equity, inclusion, accessibility, reconciliation, and community engagement, together with the ability to manage multiple concurrent campaigns. They will be equally comfortable developing a season-wide marketing strategy and producing the content required to bring it to life. The role requires attendance at performances and community events, including occasional evenings and weekends.

Required Qualifications

- At least 8 years of experience in marketing or communications, preferably in the arts, cultural, or media sector.
- Experience supervising staff, as well as sourcing and coordinating vendors.
- Experience developing and executing integrated marketing campaigns and managing a brand across print, digital, social media, and broadcast channels.
- Experience with website management, paid social media, and web analytics
- Hands-on experience in photography, photo and video editing, and graphic design.
- Experience in media relations and in overseeing written content for publication.
- Ability to manage marketing budgets and report on campaign results.

- Ability to create schedules and meet deadlines.
- Strong communication and interpersonal skills.
- Alignment with The Port Theatre Society's mission, values, and community leadership role.
- Experience working on matters related to Inclusion, Diversity, Equity, Accessibility, and Reconciliation.

Preferred Qualifications

- A bachelor or higher credential in communications, cultural management, marketing, media, or a related discipline. (NOTE: An equivalent combination of education and directly relevant experience may be considered.)
- Experience in a not-for-profit charitable organization, performing arts organization, or cultural institution.
- Proficiency in French or another language spoken in the community is considered an asset.
- Hands-on experience in video production.

Personal Attributes

- Highly organized, creative, and collaborative.
- A capable, respectful supervisor, and team player.
- A sharp visual and editorial eye
- Calm under pressure and solutions oriented.
- Passionate about the arts and culture.

Working Conditions

This is a full-time position based in Nanaimo, British Columbia.

The Marketing and Communications Manager will generally work regular office hours; however, this position is required to work some evenings and weekends in response to the theatre's programming, community and civic engagements, committee meetings, donor and community events, deadlines, emergencies, and urgent needs.

The role requires a regular in-person presence at the Port Theatre and active engagement with staff, volunteers, contractors, community partners, rental clients, patrons, donors, and civic staff. Some local and regional travel may be required.

The Marketing and Communications Manager must be able to work in an active performing arts environment where priorities may shift rapidly in response to event activity, operational requirements, facility needs, competing deadlines, staffing needs, and community commitments.

Compensation and Benefits

The salary range for this position is $60,000 to $65,000 annually, based on experience and qualifications.

The Port Theatre Society offers three weeks of vacation to start. Permanent full-time staff may be eligible for the Port Theatre's benefits plan that includes extended health and dental benefits, professional development support, and an RRSP program.

How to Apply

Candidates are invited to submit:

- A cover letter outlining their interest in the position and relevant experience.
- A current resume.
- Portfolio (welcome but not required).

Applications should be submitted by email to: admin@porttheatre.com

Subject line: **Marketing and Communications Manager**

Only individuals selected for an interview will be contacted. Candidates who advance in the selection process will be asked to provide two references.

The Port Theatre Society is committed to equity, diversity, inclusion, and a workplace free from discrimination and harassment. The Society welcomes applications from candidates with diverse backgrounds, identities, lived experiences, and perspectives.

Applications will be accepted until November 22, 2026, or until the position is filled.