



Digital Marketing Coordinator

Murray Paterson Marketing Group (MPMG)
March 2023

Company

Murray Paterson Marketing Group (MPMG) is an award-winning agency of highly skilled, forward-thinking professionals with a passion for marketing the arts + creative industries. We are a collective of bright minds who thrive on turning insights into opportunities and ideas into audience engagement.

MPMG provides innovative marketing + communications services for cultural institutions across the country, including Vancouver International Film Festival, Bard on the Beach, Opera Atelier, Fall for Dance North, the Museum of Anthropology, Victoria Symphony, and more.

MPMG has been recognized by Business in Vancouver as one of BC's top agencies; by the Georgia Straight as a multiple 'Best of Vancouver' winner; and is the recipient of a BC American Marketing Association 'Marketing Excellence Award' in the not-for-profit category and a Western Canadian Marketing and PR Award for Best Use of Digital Ads.

Position

MPMG is seeking an experienced Digital Marketing Coordinator to join our team. Reporting to Brian Paterson, the position will work with a wide variety of arts organizations across the country, utilizing new media and online tools to raise profiles, increase ticket sales, and achieve organizational goals. Areas of work include programmatic + search advertising, copywriting, email distribution, social media, blogging, and other duties as assigned.

This is a full-time role primarily working remotely, with occasional in-person days at a co-working space.

Remuneration: \$48,000 to \$55,000 annually based on experience.
Includes medical and dental benefits.



Responsibilities

- Implement digital marketing strategies for MPMG clientele
- Develop and execute online advertising campaigns using display, search, video, and social platforms
- Write compelling, concise, and inspired copy for digital marketing campaigns
- Complete regular online performance activity reports for advertising campaigns, social media accounts, and website traffic
- Assist in the development of marketing + social content for MPMG and its clientele
- Design and distribute promotional emails, e-newsletters, and announcements
- Coordinate and execute website updates and modification requests
- Represent MPMG in a professional and confident manner in both written and verbal communications, internally and externally
- Maintain a close working relationship with the MPMG team

Qualifications

- Bachelor's degree or diploma in a related field of study or equivalent experience
- Experience utilizing online advertising platforms, including Google Ads and Meta Advertising
- Experience working with datasets and analyzing them to draw actionable conclusions
- High level of proficiency with Excel, Sheets, or equivalent software
- Proficiency in updating websites utilizing CRM tools such as Wordpress or SquareSpace
- Strong copywriting skill set
- Proficiency in basic graphic design is highly desirable
- Passionate about online marketing, analyzing and interpreting results
- Strong attention to detail + excellent organizational skills
- Ability to multi-task and meet tight deadlines in a fast-paced environment
- Passion for performing and/or visual arts is essential; experience in practicing or supporting them is highly valued

To Apply

Please send resume and cover letter to: jobs@mpmgarts.com no later than March 24, 2023. All applications will be kept in confidence.

No telephone calls or faxed applications please. We thank all who express an interest in this position; however, only those selected for an interview will be contacted.