

# Senior Coordinator, Brand Engagement

*Ready to make your mark in the Arts?*



*Established in 1959, Canada's National Ballet School is one of the world's foremost training institutions for aspiring young dancers and teachers. Attracting students from across the country and around the world, NBS is the only ballet academy in North America to provide elite dance training, academic instruction and residential care on the same campus. The School's progressive curriculum, with its emphasis on the physical and emotional well-being of the student, has put NBS at the forefront of dance training internationally.*

*Making dance relevant to all persons through its philosophy of 'sharing dance' sees NBS engaging a diverse mix of participants, from school children to people living with Parkinson's Disease, in both on and off-site classes.*

Located in the heart of Toronto, Canada's National Ballet School invites qualified candidates to join an innovative and creative team inspired by our belief in sharing the transformational power of dance. NBS offers generous vacation, benefit and pension programs and demonstrates commitment to the health and wellness of staff by providing access to our on-site café, adult & youth dance classes, and the opportunity to participate in staff fitness activities.

**Canada's National Ballet School** is currently accepting applications for the **Full-Time, Permanent** position of

## **SENIOR COORDINATOR, BRAND ENGAGEMENT**

### **Major Duties and Responsibilities:**

- Strategizes, creates and effectively implements brand engagement, marketing and advertising campaigns;
- Builds strategic relationships with media contacts, organizations, publications and others for strategic brand awareness opportunities;
- Press release creation & related reporting;
- Develops effective copy for NBS marketing materials for a variety of media;
- Provides analysis and support for multi-channel brand and media coverage; posting on relevant NBS platforms (social media, website);
- Manages strong internal relationships with NBS staff;
- Supports and provides key event support.

### **Qualifications/Skills/Experience:**

- Post-Secondary education in communications, journalism or related discipline with minimum 5 years of directly related experience;
- Excellent communication skills, both written and oral; comfortable speaking publicly;
- Ability to work well with others in a team environment;
- Effective time-management and problem solving skills to respond/improvise under tight deadlines;
- Ability to use Microsoft Office software applications (particularly Word and Excel) and Adobe Photoshop;
- Familiarity with using a CMS system for web and CRM software;
- Bilingualism (English/French) would be a definite asset.

Successful candidates must supply Canada's National Ballet School with a Police Reference Check in accordance with the School's Child Abuse/Sexual Abuse Prevention Policy; this will be coordinated through Human Resources at NBS.

Qualified applicants should email resume and cover letter, **with salary expectations**, to [careers@nbs-enb.ca](mailto:careers@nbs-enb.ca) and include "**Senior Coordinator, Brand Engagement – 2019**" in the subject line of your email **by October 6, 2019\***.

**\*Consideration of applications will begin immediately and continue until the position is filled.**

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Canada's National Ballet School is located at 400 Jarvis St., Toronto, Ontario M4Y 2G6.

Please visit [www.nbs-enb.ca](http://www.nbs-enb.ca) for more information.

***NBS is committed to providing accessible employment practices, in compliance with the AODA. Requests for accommodation can be made at any stage of the recruitment process, applicants are asked to make their needs/requirements known.***

NBS thanks all candidates for their interest; however, only those selected for interviews will be contacted.