

L'ÉCOLE  
NATIONALE DE  
**BAJET**  
DU CANADA  
Dançons  
Ensemble

CANADA'S  
NATIONAL  
**BAJET**  
SCHOOL  
Sharing  
Dance



## Brand Engagement Coordinator, Digital Strategies

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**Canada's National Ballet School** is currently inviting applications for the permanent full-time role of **Brand Engagement Coordinator, Digital Strategies**.

We invite you to join the vibrant staff community of Canada's National Ballet School (NBS). NBS has *300+ employees* supporting programs ranging from professional ballet training, community engagement, and ground-breaking health initiatives.

The Brand Engagement Coordinator, Digital Strategies is responsible for supporting NBS' brand engagement, marketing and communications strategy. The Coordinator will play a key role in the planning and execution of campaigns, content, and digital platforms that deepen and expand engagement with the School's full breadth of programming.

### Major Duties and Responsibilities

- Supports the implementation of website projects; Develops content, maintains and updates NBS' web platforms, including the corporate website and the School's microsites; Ensures websites are relevant, user-friendly, and that all content aligns with NBS' strategic priorities.
- Maintains and updates mobile app and NBS' LMS, with eye on user experience, content uploading, branding and communications planning;
- Plans and executes day-to-day scheduling and posting of materials/content for all social platforms.
- Develops and executes paid social media campaigns. Works alongside *Brand Engagement Coordinator, Communications* to coordinate and integrate social media advertising with advertising across all mediums for various events, programs and initiatives.
- Coordinates and supports filming and production projects and assists with photography for use on NBS' social media and web platforms, when required.
- Supports implementation of Customer Relationship Management (CRM) project.
- Maintains content in NBS' digital asset management (DAM) system.
- Regularly monitors and creates internal and external reports on the School's media engagement and reach across all platforms.
- Supports work of Director and Manager in administrative and project management role, when required; Works alongside *Brand Engagement Coordinator, Communications*, video team, and graphic designer to create dynamic content for NBS' digital channels.

### Qualifications/Skills/Experience

- Completed post-secondary degree and 2+ years of direct experience in a related field (Digital Media, Marketing, Advertising, etc.);
- Works independently on assigned projects but knows when to ask for support and seek advice and/or an expert opinion. Exercises critical thinking.

- Organized, strong communicator with verbal and written skills required; Bilingualism (English/French) would be an asset.
- Team player who works well under pressure and is always ready to assist colleagues for events.
- Photographer with DLSR experience; Experience with Microsoft Office (Word and Excel), Adobe Creative Suite; social media; database management; CMS (Content Management System) and CRM (Customer Relationship Management) software; as well as Squarespace and WordPress.

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

***Join our team today!*** Please email your resume and cover letter to [careers@nbs-enb.ca](mailto:careers@nbs-enb.ca) and indicate **"BE-Coord Digital Strategies 2022"** in the subject line.

## About NBS

NBS is the largest dance training organization in Canada. At NBS, excellence, access and inclusion fuel our belief in sharing the transformative power of dance to change lives for the better. For 60+ years, NBS has been Canada's leader for Olympic-calibre ballet training, with a track record for driving systemic, progressive change; evolving dance education significantly over time. Our pursuit of dynamic inclusion constantly reveals the life-changing impact of the power of dance. This is what drives our commitment to making dance a part of all Canadians' lives. NBS continues its focus on excellence in ballet training, while leveraging its artistic core to expand NBS' program offerings to engage more people than ever before.

To realize its mission, NBS strives to:

- Increase the relevance of the art of ballet in the lives of all Canadians
- Reflect a vision of leadership that touches more communities, more partners and greater breadth and depth of talent than ever before
- Address the need to bring new faces to ballet – as prospective professional students and as future enthusiasts for the art form – embracing and nurturing a more diverse spectrum of children and youth to participate in dance and explore training at the highest level
- Deliver the broadest range of impactful, evidence-informed community dance programs of any ballet school in the world

NBS is committed to the goal of being an equity-informed school. We invest heavily in work and practices that foster positive change internally while driving a progressive evolution in the wider sector. We recognize our responsibility as Canada's largest arts training organization and one of its oldest, to address anti-Black racism, reconciliation with Indigenous peoples and systemic oppression in Canadian society. Building an inclusive sense of belonging at NBS for every dancer and employee is the School's primary imperative

At NBS, we can offer you the chance to build a rewarding and fulfilling career. This is a place where you can realize and achieve your professional goals within a supportive and respectful environment. Collaborating with talented artists and colleagues on deeply satisfying and rewarding work, every employee has the opportunity to make a profound impact on our organization and on society.

At NBS we are committed to making our organization stronger by engaging individuals with a wide range of experiences, backgrounds and abilities. When you join us, you will be a part of an organization built on respect, creativity and a shared sense of purpose.



**NBS is committed to building a remarkable and talented workforce that is reflective of the diversity in the City of Toronto. We strongly encourage applications from all qualified individuals, especially welcoming those with diverse intersectional identities who can provide different perspectives and contribute to the further diversification of ideas.**

**We are committed to inclusive and accessible employment practices. Should you require accommodation at any stage of the recruitment process, we ask you to please make your needs/requirements known.**