



## DIGITAL MARKETING COORDINATOR - JOB DESCRIPTION

**Reporting to:** Communications and Development Manager  
**Location:** Vancouver BC, Granville Island  
**Type:** Seasonal, Full-Time Employment, Supported by Canada Summer Jobs funding  
**Rate:** \$25/hour

### Background

Fringe festivals serve as an inclusive space for all artists, whether emerging or established, providing a space for them to showcase their work. Mainstage performances are uncurated, meaning the artists are chosen through a lottery draw. Artists pay a proportionate fee to participate and receive subsidies that cover the remainder of costs. Artists also receive all the profits from ticket sales. This 'artist-first' approach fosters an environment of true creativity and experimentation.

The Vancouver Fringe Theatre Society was formed in 1983 by a group of local artists who had a common goal: to provide a platform for independent artists. The Society held its first Fringe festival in 1985. We now hold the annual Vancouver Fringe Festival every September. Through our work we aim to foster a dynamic community of independent and emerging live performance through artistic development, arts advocacy, and the platform of an annual Festival.

The administrative office of the Fringe festival is located on the ancestral, traditional, and unceded territory of the Musqueam, Squamish, Tsleil-Waututh Nations, on a place known as Seńákw.

For more information about the Vancouver Fringe Festival, please visit:  
<https://www.vancouverfringe.com>

### The Role

The Digital Marketing Coordinator assists the Communications and Development Manager in festival marketing activities, with a particular focus on coordinating the organization's social

**Executive Director:**  
Duncan Watts-Grant

**Chair of the Board:**  
Ally Schuurman

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[vancouverfringe.com](http://vancouverfringe.com)

media and digital presence. The position is supported by Canada Summer Jobs Funding, so applicants must be aged 30 and under. Your responsibilities will include:

- Contribute to the development and execution of the digital marketing strategy for the 2026 Vancouver Fringe Festival
- Build and publish posts and ads across various social media platforms
- Monitoring social media channels, responding to comments and messages in the voice of the Fringe
- Capturing and editing artist interviews and behind-the-scenes video/photo content for social media
- Be an expert on the latest trends in social media marketing, and guide the digital voice and message of the Fringe
- Write and build effective email communications to the Fringe audience
- Report on the impact of the digital marketing strategy and recommend changes from the “ground” level
- Providing general administrative support to the Communications and Development Manager, including organizing marketing materials and maintaining databases

## Person Specification

- Age 30 or Under (required, to align with Canada Summer Jobs funding)
- Strong written and verbal communication
- Curiosity and excitement to learn
- Strong problem-solver, excels in a time-sensitive environment with last-minute changes
- Familiarity with social media, especially Facebook, Instagram, and X
- Experience with Adobe Creative Suite
- Experience with Video Editing and Photography
- Ability to work collaboratively as part of a team, and independently on project-based work
- Embodiment of the Fringe spirit of finding joy in celebrating art of every kind

## Terms & Conditions

**Hours:** 35 hours per week (hours may fall during evenings or weekends during the festival period)

**Vacation/Leave:** 4% vacation pay in lieu of vacation days

**Timeline:** Seasonal role from July 8, 2026 to September 23, 2026

**Equality, Diversity & Inclusion:** We are seeking candidates who share our commitment to diversity and inclusion, and can bring a range of perspectives, experiences, and backgrounds to our organization. We welcome applications from individuals of all races, ethnicities, nationalities, genders, sexual orientations, abilities, and religions.

## **How to apply**

To apply please submit a resumé and cover letter as a single PDF to [sam.bourne@vancouverfringe.com](mailto:sam.bourne@vancouverfringe.com) with the subject line "Digital Marketing Coordinator".

**Application Deadline:** 11:59 p.m. PST, May 12, 2026

We thank all applicants in advance. Only those candidates selected for an interview will be contacted.