



festival 2020
July 8 – August 15

Media and Communications Coordinator – Festival 2020

Hourly Rate: \$15.00

Hours/Week: 30 - 35

Timeframe: June 15 – August 15, 2020 (9 weeks)

The position of Media and Communications Coordinator supports the company's mission and values with specific knowledge and work experience in the areas of media and communications. The Media and Communications Coordinator will work with the General Manager and Marketing Director to ensure the smooth implementation of the company's marketing and promotion plan, specifically targeted to the development of the Theatre on the Ridge brand for summer festival and programs, and revenue generation strategies. The placement will execute and support key tasks in the areas of content development, media release distribution, social media planning and management, newsletter communications, program documentation and coverage, and the support of marketing and revenue generation strategies. There is the opportunity to build skills and experience in general media and communications, and the arts and theatre sectors.

Goal: To execute and support key media and communication tasks as designated, ensuring the smooth implementation of the communications and marketing plan for the Theatre on the Ridge brand, programs/events and the revenue generation strategy.

General responsibilities: This position is responsible for the coordination and execution of Theatre on the Ridge media releases and other marketing information distribution, program and event coverage and documentation as required for specific projects and events relating to Theatre on the Ridge summer festival brand and revenue generation development. The Media and Communications Coordinator will report to and work under the direct supervision of the General Manager, with support from the Marketing Director. The placement will also work on site with appropriate event and program personnel as required, including the General Manager, dependent on the task and event/program.

Requirements

This is a government funded position and the successful candidate is between the ages of 18 and 30, a Canadian citizen, permanent resident or person to whom refugee protection has been conferred under the Immigrant and Refugee Protection Act 2, be legally entitled to work under relevant provincial legislation and regulations, and possesses the following skillsets:

- Post secondary education in a Marketing and Communications program
- Previous marketing and communications experience ideal and ability to demonstrate with examples, including ability to photo document events, and create content for professional networks
- Knowledge of analytics is an asset
- Previous theatre experience and knowledge in any area is an asset
- Strong written/oral communications and interpersonal skills
- Strong organization and time management skills
- Ability to work well in a high energy, multi-task environment
- Ability to work independently or with little supervision as required
- Ability to work well with multiple team players and Theatre 3x60 personnel
- Ability to represent and advocate for the organization and the sector.
- A passion for marketing, storytelling and writing and the ability to communicate in a compelling way to build and engage online communities is essential.
- Interest in staying ahead of the curve through testing and trying new technology to harness the constant evolution of social media to improve community engagement
- Passionate lifelong user of Social Media with existing powerful networks and followers an asset
- **The successful candidate must have access to independent, reliable transportation as relates to the position requirements for the duration of the placement.**

Applications will be accepted until April 1, 2019

Please submit a detailed resume including relevant formal training and/or experience and cover letter to the General Manager at info@theatre3x60.ca. We thank all applicants for their interest, but will be contacting only those candidates required for an interview.

This position is subject to funding.

“Theatre 3x60/Theatre on the Ridge is committed to diversity and inclusion in our hiring and recruitment practices, and encourage applications from culturally diverse persons, Indigenous persons, deaf persons and persons with disabilities, persons of any sexual orientation, and persons of any gender identity or gender expression. We welcome applications from persons with disabilities to the extent possible with the physical spaces of our venues and requirements of the positions available.”