

Theatre Woodstock is seeking interested candidates for the position of **Marketing and Communications Coordinator**.

As the Marketing and Communications Coordinator, you are the face of Theatre Woodstock in our community. You are responsible for maintaining a professional, friendly, and supportive image of Theatre Woodstock. Customer care is a crucial part of the role to ensure the public gets the most out of their Theatre Woodstock experience.

The Marketing and Communications Coordinator reports to the President of Theatre Woodstock.

The Marketing and Communications Coordinator should be someone who:

- Is outgoing and possesses strong sales skills.
- Is able to prioritise a complex workload with excellent organisational skills.
- Can successfully track records in theatre production, general and/or project management.
- Has a passionate interest in contemporary culture, particularly in theatre, with a good knowledge of the sector and of plays/musicals.
- Possesses a valid driver's licence and has consistent access to a reliable personal vehicle.
- Commits to creating equity and access for all staff, artists, audiences, volunteers, students, and performers.
- Is comfortable with public speaking, including live media engagements and large group presentations.
- Is familiar with Non-Profit organisations and is comfortable working with a volunteer Board of Directors
- Is proficient in spoken and written English, sufficient to lead meetings; have conversations and email exchanges; write proposals and grant applications; and ensure accuracy in the content of written and spoken messages.

The Marketing and Communications Coordinator's goals are to promote and grow Theatre Woodstock by raising community awareness and maintaining an active presence in the community by:

- Working cooperatively with community partners in guest-speaking roles with Media, at Job Fairs, Volunteer Fairs, and Rec Fairs, etc.
- Representing the theatre at events like Street Fest and Art in the Park, etc.
- Establishing a good working relationship with other arts professionals and communities like The Art Gallery, The Museum, WODL, The Arts Council, schools and school boards, online/virtual groups, etc.
- Liaising with Woodstock's Downtown BIA and Chamber of Commerce.

The Marketing and Communications Coordinator will:

- Coordinate private sponsorship events e.g., the IPC private event.
- Be able to answer the phone and deal with patrons effectively during the assigned hours.
- Work with Box Office staff in the coordination, maintenance, and growth of the annual Season's Ticket Campaign
- Be responsible for creating and developing Fundraising Campaigns

- Be familiar with local community Grants and develop Grant writing skills to apply for possible funding opportunities.
- Proactively and continuously seek additional funding opportunities such as Grants, etc.

In collaboration with the Board of Directors (or designated Board Members), the Marketing and Communications Coordinator will:

- Submit activity reports for monthly TW Board Meetings (and attend only if/as requested).
- Acquire Sponsorship plaques and posters.
- Be responsible for developing Marketing Strategies that will help grow the theatre.
- Secure Corporate Sponsorships and Advertising. This includes maintaining relationships with current sponsors and advertisers, while simultaneously and continuously seeking additional sponsors and advertisers.
- Develop and implement a corporate communications strategy.
- Develop and implement in-house community engagement opportunities such as workshops, galas, information sessions, etc.

Office Hours

- The Marketing and Communications Coordinator will maintain a full-time working schedule.
- When not actively engaging the community (outside of The Market Centre), the Marketing and Communications Coordinator will be based out of the Theatre Woodstock office at The Market Centre.
- The Marketing and Communications Coordinator will maintain consistent in-person Office Hours at The Market Centre on Wednesdays & Thursdays 10:00am – 5:00pm.

Salary

- \$40'000 annual base salary
- Plus:
 - Mileage allowance.
 - Parking permit provided.
 - Cell phone provided for work purposes.

Interested applicants should send their resume and any supporting documentation to president@theatrewoodstock.com

Applications must be received by August 2nd, 2023 at 4pm