Manitoba Theatre for Young People

Opportunity: Digital Communications Coordinator

Seasonal/Term: January 5 – June 25, 2021

28 Hours per week; $22/hour

Potential opportunity for subsequent seasonal engagement (term for future seasons TBD).

Primary Duties and Responsibilities

The (Digital) Communications Coordinator is responsible for development and implementation of communications strategies to promote the programs of Manitoba Theatre for Young People including its Mainstage productions, School Shows, Tours, School and Native Youth Theatre. The position will be MTYP’s digital guru, and will oversee all social media activity for the organization while on contract and establish plans for social media engagement on an annual cycle. The (Digital) Communications Coordinator also writes and produces copy for marketing materials, media releases and the MTYP website. Reporting to the Director of Marketing, the (Digital) Communications Coordinator maintains a high level of integrity in the delivery of all MTYP communications ensuring the brand and reputation of the organization is well-represented through a variety of platforms.

Responsibilities include, but are not limited to the following:

Communications

* Develops annual strategy for social media engagement across numerous platforms inclusive of promotion of Mainstage, School Shows, Tours, Theatre School and Native Youth Theatre activities, with an eye to ensuring flexibility exists to capitalize on organic opportunities as may present from time to time; as approved by the Director of Marketing
* Manages postings to all MTYP social media platforms while on contract; delegates updates to social media accounts as per the approved annual plan for off-contract periods
* Regularly monitors and updates the MTYP website, including managing the season launch, updating play pages and sliders and generating content
* Supports the Director of Marketing in all areas of media relations as required, including media calls, setting up interviews and appearances
* Assists the Director of Marketing in the development and implementation of strategies for online advertising (Google, Facebook, Instagram, others as may be identified or arise)
* Manages promotion for the company’s relaxed performances, including developing social stories for each show and identifying communities to target
* Identifies and participates in opportunities to promote MTYP School Shows and Tours to educators and community partners including, but not limited to conferences, showcases, newsletters and other publications
* Leads community relations activities on behalf of MTYP as may be identified and/or directed by the Director of Marketing, General Manager or Artistic Director
* Supports the School and Tour Sales Coordinator in assisting with the development of marketing materials to promote school programs to potential educators.
* Assists in distribution of materials to libraries, day cares, community centres, etc.
* Develops content and timeline for show programs, managing design, printing and delivery
* Develops audience survey, in conjunction with the General Manager and Director of Marketing, and manages emails to patrons following performances

Development

* Coordinates, develops and posts regular fundraising content on social media channels in consultation with Director of Development
* Supports a range of fundraising activities by updating content on website and assisting with creative design projects related to website, social media, direct mail, videos and other donor communication materials
* Researches and documents information on potential corporate and funder prospects

Administrative

* Oversees all administration functions towards the effective delivery of community relations activities, including contracting of third-party vendors, invoicing and correspondence related to planning and implementation of activities and liaising with internal staff as necessary
* Tracks expenditures for the Marketing Department as required
* Produces appropriate paperwork, as determined by the MTYP Accountant, for all vendor payments and invoices related to the Marketing Department
* Maintains accurate database on all media and community partners contact information

Other

* May be required to provide direct, high-level customer service through coverage of the MTYP Box Office as required.
* Other duties as may be reasonably assigned by the Director of Marketing, Artistic Director and/or General Manager