Manitoba Theatre for Young People

*Manitoba Theatre for Young People is one of the largest theatres for young audiences in Canada and plays a leading role in theatre in the country. MTYP has the privilege of being located in Treaty 1, in the traditional territory of the Anishinaabe, and the National Homeland of the Red River Métis, operating out of the first purpose-built facility for young audiences in Canada, situated at the Forks in Winnipeg. In addition to productions and touring, and being the proud home of Native Youth Theatre, MTYP serves 1,600 students annually through its MTYP School programming.*

Job Title: Public Relations Coordinator

Reports to: Director of Marketing

Category: Regular, full-time

Primary Duties and Responsibilities

The Public Relations Coordinator is responsible for developing and stewarding mutually beneficial community relationships through public engagement and outreach activities with numerous stakeholders in order to positively shape and frame the public understanding of MTYP. The PR Coordinator is also responsible for the creation and implementation of communications strategies that promote the programs of Manitoba Theatre for Young People, including MTYP’s Mainstage productions, School Shows, Tours, Theatre School and Native Youth Theatre activities, and community access of our facility occurring through partnerships and rentals. The position will counsel management with regard to policy decisions, courses of actions, and communications across numerous platforms taking into account MTYP’s strategic objectives and societal obligations. Reporting to the Director of Marketing, the Public Relations Coordinator maintains a high level of integrity in the delivery of all MTYP communications and community stewardship, ensuring the brand and reputation of the organization is well-represented through a variety of platforms.

The Public Relations Coordinator’s responsibilities include, but are not limited to the following:

Relationships and Community Engagement

* Leads community relations activities on behalf of MTYP as identified, and/or as directed by the Director of Marketing, Director of Development, General Manager, or Artistic Director.
* Researches, conducts and evaluates programs of action and communications to achieve informed, favourable public understanding of MTYP and its programs.
* Liaisons with Destination Marketing Organizations (Tourism Winnipeg, Travel Manitoba) and requisite internal and third-party vendors for booking and delivering Familiarization (FAM) tours or booking of Educational Tourism Groups and Winnipeg Tour Connection activities, as per the Director of Marketing.
* Supports the Director of Development in the delivery of donor/sponsor/funder engagement activities.
* Supports the General Manager in advocacy and government relations activities.

Communications

* Develops annual strategy for social media engagement across numerous platforms inclusive of promotion of Mainstage, School Shows, Tours, School and Native Youth Theatre, and facility use 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.
* Working knowledge of Wordpress, Squarespace and Canva.
* Manages postings to all MTYP social media platforms.
* Regularly monitors and updates the MTYP website.
* Supports the Director of Marketing in all areas of media relations as required, including media calls and appearances.
* Supports the Director of Marketing in executing marketing and publicity for Theatre School and Native Youth Theatre.
* Produces study guides for all MTYP Mainstage shows, ensuring content is accurate, in accordance with MTYP’s mandate and suitable for intended audiences; collaborates with professionals in various fields as play subject matter may warrant to ensure that content is aligned with curriculum outcomes and healthcare and social services support best practices.
* Represents MTYP at special events, conferences and other promotional opportunities, such as inclusion in association or industry newsletters and other publications
* Supports the Director of Marketing with all media calls and appearances as required
* Ensures the MTYP common areas (lobby) are dressed with promotional materials for all MTYP program areas and maintains this on an ongoing basis.
* Identifies and secures opportunities for promotional initiatives for all MTYP program areas.
* Develops, in collaboration with the Drama Outreach Coordinator, promotions for Educational Tourism Group activities and opportunities.

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.
* Ensures production and distribution of invitations to community partners for MTYP Mainstage Opening Night or other activities as may be determined from time to time.

Other

* Other duties as may be reasonably assigned by the Director of Marketing, Artistic Director and/or General Manager.

This is a full time, permanent position with an annual salary of $35,000. Compensation package also includes opportunity to participate in the MTYP health plan (pending eligibility), matching RSP program, and 15 days of vacation accrued annually. Standard hours of work may vary from session to session and will be negotiated with the successful candidate in alignment with the programming needs of the MTYP School. Typical work week for the majority of the year will be from Monday – Friday; must be available to attend opening nights and occasional weekends.

If you are interested in joining the MTYP team and feel you have the experience, qualities and skills to work for one of Manitoba’s key arts organizations, please forward a cover letter that further speaks to why you would make an excellent fit for this opportunity, along with your résumé and three references, by April 29, 2024 to:

Greg Klassen

Director of Marketing and Communications

Manitoba Theatre for Young People

gklassen@mtyp.ca

Please note that résumés will be assessed as they are submitted and as a result, interviews may occur prior to the submission deadline. All offers of employment with MTYP are contingent on provision of a clear criminal and vulnerable sector check.

MTYP welcomes applications from people with disabilities. Accommodations are available upon request during the assessment and selection process.

*MTYP aspires to be a theatre where children and youth always see themselves reflected, whether it is on our stage, in our classrooms or in any of the spaces where our artistic and administrative activities take place. Accordingly, equity, diversity and inclusion are factored into all decisions at MTYP. We welcome artistic submissions from people of all identities, ethnicities and abilities and encourage everyone to seek out employment or volunteer opportunities at MTYP when available.*