



## **Summer 2024 Digital Marketing Coordinator**

### **Fulltime**

35 hours/week

8 - 14 week contract\*

Rate: \$18.00/hour

Start Date: May 27/July 8, 2024\* TBC

End Date: August 25, 2024

### **Reports to General Manager**

The position of Digital Marketing Coordinator supports the company's mission and values with specific knowledge and work experience in the areas of managing and creating content on digital and virtual media platforms. The Digital Marketing Coordinator will work with the General Manager and Artistic Director to ensure timely delivery of specific digital/virtual media based projects as assigned and to identify and create digital and visual media content to the smooth execution of the company's marketing and promotion plan, specifically targeted to the development of the Theatre on the Ridge brand for Summer programs, and revenue generation strategies. There is the opportunity to develop creative skills and artistic voice through the creation of a targeted short compilation video on the 2024 TOTR summer theatre experience.

**Goal:** To execute and support key tasks as designated, ensuring the timely management of all digital projects, effectiveness of summer festival marketing strategies and the successful management of record keeping and archiving of digital content created.

**General responsibilities:** The Digital Marketing Coordinator will report to and work under the direct supervision of the General Manager in person and remotely. The placement will also work remotely and on site with appropriate marketing, production & artistic team members as required, including the Patron Services, Marketing and Revenue Development Coordinators.

General tasks include:

- photograph and take video of rehearsals, performances, education programs, community events and other summer programming as requested,
- Assist Marketing, Patron Services and Revenue Development Coordinator with planning digital content in support of the summer festival,
- edit and produce content for company digital platforms,
- upload content on various platforms as requested,
- records maintenance and data management
- creation and delivery of short summary documentary of 2024 summer festival
- communicating with ongoing digital projects partners
- basic bookkeeping related documentation (preparing expense claims, payment requisitions, invoices, etc.)
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### **Requirements**

This is a government funded position under the Canada Summer Jobs program, and the successful candidate is between the ages of 15 and 30 at start of employment, 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:

- Some post-secondary training experience, or equivalent, in digital, video and virtual production preferred
- Basic functionality and competency in a variety of digital, video and virtual equipment, software and platforms
- Previous independent digital, video and virtual production experience a major asset
- Previous theatre experience and knowledge in any area a major asset
- Strong time management and organizational skills
- Ability to work well in a high energy, multi-task environment
- Ability to work independently or with little supervision as required
- Strong written/oral communications and interpersonal skills
- Strong working knowledge of general office software and programs (Office Suite, Excel)
- Able to work well with multiple team players and Theatre 3x60 personnel
- Ability to represent and advocate for the organization and the sector.

**The successful candidate must have access to independent, reliable transportation as relates to the position requirements for the duration of the placement.**

***Covid related priorities for 2024*** – Proof of vaccination required.

Due to the location of our office and storage facilities, priority may be given to applicants who reside in Durham region, or who can confirm accommodations and transportation within Durham region.

\*This position is subject to funding. Additional contract dates may also be available subject to funding.

**Applications will be accepted until April 15, 2024**

Please submit the following:

- a detailed resume and cover letter, including relevant formal training and/or experience, to the General Manager at [info@theatreontheridge.ca](mailto:info@theatreontheridge.ca)
- short digital/video sample of marketing and/or artistic work (2 to 3 minutes) and/or
- link to longer sample of work if possible.

We thank all applicants for their interest, but will only be contacting those candidates required for an interview.

*"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."*