



Digital Marketing Coordinator, Summer 2025

Full-time Seasonal (1 position available)

35 hours/week

8 - 14-week contract*

Rate: \$19.00/hour

Start Date: May 19/June 30, 2025* TBC

End Date: August 24, 2025

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

The Digital Marketing Coordinator works 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 for the smooth execution of the company's marketing and promotion plan. Specifically, targeting the development of the "Theatre on the Ridge brand" for Summer 2025 programs, and revenue generating strategies. There is potential for additional digital creation opportunities.

The Digital Marketing Coordinator executes and supports key tasks, ensuring the timely management of all digital projects. Track the 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. The placement may work remotely and on site and with appropriate marketing, production & artistic team members as required, including Patron Services, Marketing and Revenue Development Coordinators.

General tasks include:

- Photograph and video rehearsals, performances, education programs, community events and other summer programming as directed
- Assist with planning digital content in support of the Summer 2025 season with Marketing, Patron Services and Revenue Development Coordinators
- Edit and produce content for company digital platforms, upload content on various platforms as required
- Digital records maintenance and data management
- Creation and delivery of short summary documentary of Summer 2025 festival
- Communicate with digital projects partners

Requirements:

This is a government funded position under the Canada Summer Jobs program, and the successful candidate is between the ages of 18 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:

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 an asset

Previous theatre experience and knowledge an 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 on the Ridge personnel
Ability to represent the organization in a professional manner

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

This position includes regular weekend and evening hours as per the performance calendar and season dates (available at www.theatreontheridge.ca).

Applications will be accepted until **March 14, 2025**

Please submit the following:

- a detailed resume and cover letter, including relevant formal training and/or experience
- a short digital/video sample of marketing and/or artistic work (2 to 3 minutes) and/or
- a link to longer sample of work if possible

to the General Manager at humanresources@theatreontheridge.ca

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

“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.”