



Media 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 Media Marketing Coordinator will work with the General Manager and Marketing Director to ensure the smooth implementation of the company's marketing and promotion plan that specifically targets the development of the Theatre on the Ridge brand. This includes summer programs and productions, and revenue generation strategies. There is an opportunity to build skills and experience in general marketing, media and communications in the arts and theatre sectors.

The Media Marketing Coordinator executes and supports key social media and communication tasks as designated, ensuring the smooth implementation of the communications and marketing plan for the Theatre on the Ridge brand. Programs/events and the revenue generation strategy are key factors.

General responsibilities:

This position is responsible for the coordination and execution of Theatre on the Ridge social media releases and other marketing tools, information distribution, program/event coverage and documentation as required for specific projects and events relating to Theatre on the Ridge Summer 2025 festival brand and revenue generation development. The Media Coordinator will report to and work under the direct supervision of the General Manager, with support from the Marketing Director. The placement will work on site on a regular basis and remotely, with appropriate event and program personnel, including the General Manager, dependent on the task and event/program.

Requirements:

This is a government funded position, and the successful candidate is between the ages of 18 and 30, 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 education in a Marketing and Communications program required

Previous marketing and communications experience preferred

Knowledge of analytics is an asset

Previous theatre experience and knowledge is an asset

Strong written/oral communications and interpersonal skills

Strong organization and time management skills

Ability to work well in a high energy, multi-task environment

Ability to work independently or with little supervision as required

Ability to work well with multiple team players and Theatre on the Ridge personnel

Ability to represent and advocate for the organization and the sector.

A passion for marketing, storytelling and writing and the ability to communicate in a compelling way to build and engage online communities is essential.

Interest in staying ahead of the curve through testing and trying new technology to harness the constant evolution of social media that improves community engagement

Passionate lifelong user of social media with existing powerful networks and followers an asset

Ability to demonstrate experience with examples, including ability to photo document events, and create content for professional networks

The successful candidate must have access to independent, reliable transportation as 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 a detailed resume including relevant formal training and/or experience and cover letter to the General Manager at humanresources@theatreontheridge.ca. We thank all applicants for their interest however 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."