

Marketing and Publicity Coordinator (Part-Time)

About the Position

Reporting to the Artistic and Executive Directors, the successful candidate will be responsible for coordinating Magnus Theatre's marketing and publicity efforts, creating strategic initiatives and working to build brand awareness and increase engagement with Magnus Theatre. This position is ideal for a detail-oriented and independent individual with a passion for the performing arts and a knowledge of industry trends and best practices.

Responsibilities

- Plan, create, and facilitate Magnus Theatre's marketing strategy and materials
- Operate within an established budget and track expenses

Administration

- Oversee distribution and occasional creation of content to relevant media outlets and the general public
- Manage and report marketing results on a per production basis
- Create and submit a year end Performance Report for Magnus, showing increases or decreases in attendance, event participation, and other KPIs
- Facilitate and attend weekly Marketing meetings
- Lead survey initiatives, focus groups, and analyze public opinion
- Follow and implement guidelines set by government, associations, and Magnus Theatre policies
- Create and administer advertising schedules
- Investigate new marketing opportunities, evaluate and make decisions within budget limitations
- Develop a marketing & communications plan including strategy, goals, budget, and tactics

Branding

- Work directly with the Artistic Director and external contractors to establish a vision for all marketing materials for Magnus Theatre
- Develop and implement marketing plan for subscription launch while working directly with other departments to ensure a successful launch
- Coordinate patron retention strategies with the assistance of the Artistic Director, Executive Director, and Box Office Manager
- Envision, design, and manage the distribution of the Season Launch marketing materials
- Plan advertising and promotional campaigns for products or services on a variety of platforms and train all staff on upcoming marketing and publicity campaigns
- Prepare and distribute radio commercials, media releases, and posters

Qualifications

- A degree or diploma in Marketing or other applicable discipline
- Demonstrated track record of inclusive and strategic vision
- Strong interpersonal skills
- Excellent written and verbal communication skills
- Knowledge of the not-for-profit environment and appreciation of the performing arts
- Ability to work within and maintain a highly effective and positive team culture
- Graphic Design experience an asset

Further Information

This is a part-time position of 20 hours per week, and the successful candidate will work onsite in Thunder Bay, Ontario to grow Magnus Theatre alongside our vibrant, team-oriented staff. Typical hours will be from Monday-Friday and Magnus Theatre offers flexible working hours. Occasional evening and weekend work will be required.

The compensation package includes a salary of \$20,000-\$22,000 which is commensurate with experience.

Application Process

If you feel that you could make a meaningful contribution in this role, please send a cover letter and resume in a single PDF file to executivedirector@magnustheatre.com prior to Monday July 6th.

Magnus Theatre is committed to equity, accessibility and creating a safe and healthy workplace. If you require any accommodations during the recruitment process, please let us know alongside submission of your application.

We thank all applicants for their interest, however only those candidates selected for interviews will be contacted.

About Magnus Theatre

Founded in 1971, Magnus Theatre is Northwestern Ontario's only professional theatre, a not-for-profit registered charity, and a full member of the Professional Association of Canadian Theatres (PACT). For half a century, the theatre's well-crafted productions have earned it a reputation as a leading arts organization in the region and beyond. Magnus Theatre produces seven Mainstage productions annually and a full array of Theatre in Education programs, serving over 40,000 individuals throughout Northwestern Ontario each year. For more information, please visit magnustheatre.com.