



CALL FOR SUBMISSIONS
Media and Marketing Manager

Geordie Theatre is currently seeking interested candidates to fill the position of Media and Marketing Manager.

Geordie is a not-for-profit company and is Quebec's leading English-language theatre for young audiences that entertains, provokes thought, and fires up the imagination since 1980. We celebrate the art of theatre and its impact by working with emerging and established professional artists from various disciplines and cultural backgrounds to create works that are relevant and enchanting; inspiring dialogue between communities, children and parents as well as teachers and students of all ages. We continue to build relationships with and extend our audience through inclusive and accessible practices in Montreal, as well as remote communities in Quebec and abroad.

For more information, please visit: www.geordie.ca

Philosophy of Inclusion:

Diverse cultural and marginalized communities are considered an equal priority to encourage access to Geordie by all.

Summary of Position

The *Media and Marketing Manager* is responsible for spearheading the communications strategies of the company and how it relates to Geordie's mission, as outlined by the Artistic Director. They are also responsible for all media relations and are the primary contact for all such conversations.

Requirements

Minimum 1 to 2 years of working in the realm of marketing and/or experience in arts administration

Working with Geordie's Artistic Director and Managing Director, the Media & Marketing Manager is responsible for:

- Creating systems and processes for the Media & Marketing department to run smoothly and efficiently, with reasonable timelines, and deliverables met, within the provided budget.
- Planning, coordinating, and carrying out marketing and media initiatives.

- Creating, in consultation with the Artistic Director all branding for the company.
- Create weekly and seasonal social media strategies in conjunction with the Community Engagement Manager
- Proposing, designing, planning, and executing annual marketing plans for, as applicable, single productions, tours, season launch and Geordie Theatre School with the general goals of expanding markets, increasing visibility and audience reach.
- Managing expense budgets for all marketing and communications.
- Contracting and managing graphic designers, web designers, photographers, videographers etc. in the creation of promotional materials, including, but not limited to the season brochures, posters, programs, bookmarks, print ads, radio/tv promos, and web content, and ensuring deadlines are met.
- Writing and disseminating press releases, overseeing media calls and photo shoots.
- Prospecting new and fostering current media sponsors, as well as all press relations for the season.
- Follow-through with visibility strategies laid out by returning and new sponsors and donors.
- The ideal candidate will be fluent in English and French (reading, writing, oral), be comfortable with graphic software, be a dynamic contributor to the Geordie team, and appreciate a hard-working, collaborative, and fast-paced environment.
- Please note that, while Geordie is currently working remotely at this time, this position will require eventual in-person presence in Montreal.
- For submissions, please include:
 - A letter of interest
 - Resumé (including two references)
 - Any additional and pertinent portfolio information
 - Email to Managing Director, Kathryn Westoll – kathryn@geordie.ca

Hours: Part-time (25 hrs/week)

Salary: \$19-21/hr

Deadline to submit: September 25, 2021

Start date: November 1, 2021

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