



Marketing Associate

The Organization:

The Musical Stage Company is the largest and leading charitable musical theatre company in Toronto. Established in 2004 as Acting Up Stage Company, we strive to make Canada a leader in musical theatre. We believe "*it's better with music*" and apply this philosophy to all of our programming on- and off-stage including our contemporary professional musical productions and concerts, our investment in Canadian writers and the development of original musicals, and through our diverse free youth programs that meaningfully connect young people to our chosen artform.

Since 2004, we've been rewarded with rave reviews, sold-out performances, 105 Dora Award nominations, 23 Dora Awards and 19 Toronto Theatre Critics' Awards. Our productions are timely, thought-provoking and entertaining, challenging expectations of the genre. Past productions include *Caroline, or Change*, *Next to Normal*, *Fun Home*, *Life After*, *Onegin*, *Grey Gardens*, *The Wild Party*, *Do You Want What I Have Got? A Craigslist Cantata*, *Ride The Cyclone*, *Parade*, *The Light In The Piazza*, and *Elegies: A Song Cycle* as well as our signature *UnCovered* concert.

The Opportunity:

The Musical Stage Company is looking to hire a personable, resourceful, results-driven Marketing Associate who is excited to directly contribute to our revenue-generating strategies. Working closely with and reporting to the Director of Marketing & Engagement, the Marketing Associate will manage numerous activities related to marketing, outreach and patron services. This full-time position will directly impact the ways we connect with our audiences and stakeholders, both current and prospective.

The successful candidate will be a self-starter as well as team-player who is keen to join the dynamic, small and mighty staff of a thriving musical theatre organization. Our goal is to deepen existing relationships and exceed existing stakeholders' expectations while actively increasing our audience-base. We hope that you are enthusiastic about helping us achieve this.

The position presents a fantastic opportunity to contribute to a dynamic and growing performing arts organization while building on skills related to outreach and marketing, and is ideal for an energetic, whip-smart individual who has a passion for people and musical theatre.

Anticipated Start Date:

Full-time employment contract beginning March 1, 2021 (with some flexibility)
Evening and weekend work will be required on occasion

Compensation:

\$38,000-\$40,000

Responsibilities:

- In partnership with the Director of Marketing & Engagement, strategizes audience development and growth opportunities and participates in creating show-specific marketing strategies;
- Identifies and executes new opportunities for audience development and growth through partnerships and activations that increase attendance;
- Supports the execution of the marketing, communication & social plan under the guidance of the Director of Marketing and Engagement;
- Generates graphics and materials in Photoshop and InDesign as needed;
- Collects content for print and online communications and marketing materials;
- Maintains the website under the supervision of the Director of Marketing & Engagement;
- Manages event listings for productions;
- Organizes cross-promotions including postcard exchanges and eblast exchanges;
- Manages group sales and partnerships for all productions, directly liaising with select corporate and special interest groups managed in-house, and organizing events and receptions under the guidance of the Director of Marketing & Engagement;
- Manages all in-person audience events including lobby activations, pre- and post-show chats and ancillary programming (e.g. Tony Party) to engage the existing and broader audience;
- Executing ancillary initiatives at major productions that contribute to the overall patron and stakeholder experience including receptions and education & public programming;
- Liaises with teachers, develops study guides and cultivates school sales for performances;
- Manages volunteers as needed;
- Attends performances and events, actively building in-person relationships with our attendees and supporters;
- Other duties as required.

Qualifications:

The successful candidate will have:

- Successful experience in forward-facing role(s) where your work has resulted in meaningful relationships, sales and/or marketing
- Prior experience in marketing, event planning, and/or community outreach
- Prior experience in social media account management, including Facebook, Instagram & Twitter (Paid & organic reach)
- A strong passion for the performing arts with a love of musical theatre specifically
- Stellar written and oral communication with adaptability for varying audiences
- High level of proficiency in Microsoft Office (excel, word) and a strong familiarity with Adobe Suite.
- The ability to multi-task and coordinate multiple simultaneous projects as well as respond to quickly changing priorities
- A detail-oriented approach with an appreciation for big picture strategy and the ability to see several steps ahead
- The ability to thrive working both independently and as a part of a team
- A strong team-player approach with a “can do” attitude and willingness to be flexible and pitch-in where needed

- Meticulous organizational skills
- Personable with integrity, credibility, sound judgment and a keen interest in The Musical Stage Company's mission

Nice to haves:

- Post-secondary education or equivalent, ideally in one or more of the following areas: marketing, event management, communications or arts administration
- Experience with SEO, Google AdWords and Google analytics
- Experience working with CRM software (Sumac)

How to Apply

Please review the opportunity closely to ensure that your experience and interests are a great fit with our needs.

We encourage interested individuals to apply by January 10 at 5:30pm for consideration. Please submit applications to jobs@musicalstagecompany.com. Include your name and the position title in the subject line. Applications must be submitted as a single pdf attachment including a letter of interest and CV (maximum of 5 pages total combined). Incomplete applications will not be considered. Please, no phone calls.

Letters of interest should include the following: why you want to work with The Musical Stage Company; why do you think musical theatre is vital in this moment in time; how do you envision yourself supporting our outreach to ensure inclusivity and diversity. The Musical Stage Company advocates equal opportunity for all employees and applicants for employment and is committed to diversity in the workplace. We are actively seeking submissions from candidates of all backgrounds, abilities, and ethnicities as we are committed to diversity, equity, and inclusion within this selection process. We especially encourage folx who identify as Women, gender minorities, Black, Indigenous, People of Colour, LGBTQ2S+, d/Deaf, Mad, Disabled/People with Disabilities, and/or Neurodiverse to submit.

The Musical Stage Company sincerely thanks all applicants for their interest in this position, however only those invited for an interview will be contacted.