



## Marketing & Events 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 & Events 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 & Events Associate will manage numerous activities related to marketing, outreach and event management. 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.

The position presents a fantastic opportunity to contribute to a dynamic performing arts organization while building on skills related to outreach, events and marketing. It is ideal for an energetic, detail oriented person who has a passion for musical theatre. In that regard, while past experience in marketing or events would be an asset, we encourage anyone interested in arts management or producing with a love of promotion and people to apply.

### **Anticipated Start Date:**

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

### **Compensation:**

\$40,000-\$45,000

**Responsibilities:**

- In partnership with the Director of Marketing & Engagement, strategizes audience development and growth opportunities and participates in creating show-specific marketing strategies;
- In partnership with the Director of Marketing & Engagement, strategizes and implements marketing spends with innovative activations to maximize revenue goals;
- Identifies and executes new opportunities for audience development and growth through partnerships that increase attendance;
- Manage and build meaningful relationships with co-producing partners, ensuring The Musical Stage Company brand and marketing practices are seamlessly integrated into show campaigns;
- 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 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 add-on experiences;
- In partnership with the Ticketing & Patron service team, create and oversee the ticketing builds, sales reporting and facilitating patron requests for all productions;
- In partnership with the Director of Marketing, communicate with contract staff, included but not limited to; graphic designer; publicist; videographer;
- Further supports the execution of the marketing & communication plan under the guidance of the Director of Marketing and Engagement, including facilitating and writing for The Musical Stage Company's bi-weekly blog;
- 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
- A strong passion for the performing arts with a love of musical theatre specifically
- Stellar written and oral communication with adaptability for varying audiences
- 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
- Prior experience in marketing, event planning, and/or community outreach would be an asset

### **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 September 10 at 5:30pm for consideration. Please submit applications to [jobs@musicalstagecompany.com](mailto: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 and why you think musical theatre is vital at this moment in time.

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.