

## **DIRECTOR OF MARKETING & COMMUNICATIONS**

### **The Organization:**

The Musical Stage Company is the largest and leading charitable musical theatre company in Canada. Established in 2004 as Acting Up Stage Company, we strive to make Canada a leader in musical theatre. We are inspired by music's unique ability to viscerally affect people and are committed to cultivating experiences – onstage and off – that transform lives, build empathy and create community through musical theatre.

We incubate new Canadian musicals from development to production, investing in Canadian musical theatre writers and building national and international partnerships. Our musical productions – including award-winning contemporary musicals, world premieres and concerts – are seen live by 30,000 people over the 80+ nights that we are onstage annually in venues both traditional and surprising. To date, our work has been recognized with 135 Dora Award nominations, 28 Dora Awards and 23 Toronto Theatre Critics' Awards.

### **The Opportunity:**

The Musical Stage Company is looking to hire a personable, strategic-minded, results-driven Director of Marketing & Communications who is excited to manage and oversee our revenue-generating strategies. Working closely with the Co-Executive Directors and Artistic Director, the Director of Marketing & Development will oversee all elements of marketing, communication, branding, and ticketing. This full-time position will directly impact the ways we connect with our audiences and stakeholders, both current and prospective. This senior role will manage one direct-report within the marketing department and oversee and manage a variety of contract and part-time staff members.

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 management, marketing and communications, 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 December 2024 (with some flexibility)  
Evening and weekend work will be required on occasion

**Compensation:**

\$60,000- \$65,000/year, commensurate with experience

**Responsibilities:**

- Manages marketing and brand coordination with partner and presenter organizations;
- Develops long-term marketing, communications and brand development plans and appropriate year-by-year revenue targets and initiatives;
- Develops, oversees and manages an annual communications plan, budget and strategy;
- Oversees all audience development and growth opportunities and the marketing, public relations and outreach strategy for each program;'
- Develops the strategy for all sales, marketing, ticketing and communications;
- Oversees the patron experience at major productions including box office, schedule and prices, promotions and onsite experience;
- Oversees design and creation of print, multimedia and online communications and marketing materials including promotional materials, newsletters, ads, house programmes, etc.;
- Oversees and manages the group sales experience at productions and programs;
- Develops and oversees the strategy for our website and social media accounts with a focus on increasing our online presence;
- Manages graphic designers, publicists and other third-party communications staff members;
- Attends performances and events, actively building in-person relationships with our attendees;
- Manages all marketing staff and, in collaboration with the Co-Executive Director (external), sets the structure for and manages the Marketing & Development team;
- Other duties as required.

**Qualifications:**

The successful candidate will have:

- 5 + years of experience in a comparable role in an arts related, not-for-profit organization;
- Experience working in collaboration with other organizations in a variety of partnership models;

- Strong leadership capabilities with the ability to work with a variety of individuals and teams across all levels of the organization;
- Project management and organizational skills, ability to multi-task and manage multiple deadlines;
- Skilled in developing staff abilities and motivating and inspiring them to explore innovative options and techniques;
- Ability to inspire confidence in the Marketing team at all levels of the organization;
- Strategic, creative and innovative thinking with problem solving skills and a constant desire to improve existing processes or develop new ones;
- Outstanding oral and written communication skills, tact, diplomacy, the ability to clearly and effectively disseminate marketing strategies and campaigns;
- Extensive knowledge and experience working with print, digital and social media; a solid understanding of digital marketing campaigns and social media outlets, how to utilize them effectively in all marketing strategies and to significantly increase the use and effectiveness of these outlets in all marketing campaigns;
- Excellent interpersonal skills to work with internal teams, external communities and with various levels of stakeholders;
- A strong passion for the performing arts with a love of musical theatre specifically;
- 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.

Additional Details:

- Comprehensive benefits package
- Flex hours and bi-weekly 4-day work weeks when appropriate
- Hybrid work from home/ in office
- Evening and weekend work will be required on occasion

**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 30, 2024 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; 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.