

JOB DESCRIPTION

Communications, Marketing and Community Outreach Associate

Duration of Contract: 48 Weeks Start Date: June 2019

The Centre for Indigenous Theatre exists to provide theatrical training informed by traditional artistic expression, teaching and values, while creating an environment that encourages cultural exchange of practices and techniques between Indigenous Nations and communities.

The Centre for Indigenous Theatre embraces the spirit, energy and inspiration derived from the culture, values and traditions of Indigenous people. From these roots, we seek to elaborate a contemporary Indigenous performance culture through training and professional development opportunities for emerging and established Indigenous theatre artists.

Duties:

Are you ready to take centre stage in an exciting creative communications position?

CIT seeks a talented and skillful marketing-savvy team member to help build its brand, support our recruitment strategy and promote CIT programming and our talented learners to a national audience.

Under the supervision of the Marketing Manager, the successful candidate will take a critical role in CIT brand development and management including: assistance and input in the design of marketing materials, writing and editing communications materials, input into and the design and creation of written and visual elements of social media posts and website content, and enhancing and expanding CIT's community online presence (Twitter, Facebook, Instagram and web site).

Working closely with the CIT team, the successful candidate will:

Build Personal and Organizational Capacity in the area of Social Media and Communications

- Use and increase skills in the area of social media and communications
- Create visual & written content for and maintain social media feeds: Twitter, Instagram, FB
- Work with the Marketing Director to create and maintain a blog
- Use Hootsuite to schedule sharing of social media content
- Share promotional materials about the CIT program and recruit community participants to expand our reach
- Use and monitor analytics to determine and expand reach across platforms

- Support the team in creating, building and executing a marketing plan for the end of year school show and public workshops
- Submit detailed reports at various stages of planning and delivery
- Assist with the development of the design of marketing and branding materials for CIT including but not limited to: print and on-line ads, print promotional materials, posters, programs, press releases and business communications.

Build Organizational Capacity – Facilities/Equipment Rental Programs

- Work with the Program Coordinator to ensure that news of CIT's expanded facilities and their intended use are communicated clearly
- Disseminate and market information to the broader community of CIT's expanded facilities, their intended use and details of cost/equipment
- Work with the Program Coordinator and MD to ensure CIT's facilities are used at maximum capacity

To Promote Visiting Artist Workshops and Special Events

- Promote CIT's Visiting Artist Workshops and Special Events
- Promote programs and network with community members and partners
- Work to create, plan and implement special events

Required Skills & Experience:

- Excellent written and verbal communication skills
- Strong organizational and coordination skills
- Punctual, responsible and detail-oriented
- Knowledge of contemporary web practices and the use of social media
- Some experience in the area of design for the web
- Understanding of Indigenous practices and knowledge base
- Ability and desire to work with Indigenous youth in a culturally sensitive manner
- Strong problem-solving skills
- Proficiency with Adobe Design Suite especially InDesign and Photoshop
- Proficiency with Microsoft Office Suite
- Graduate of a Communications, Visual Arts, Design or Photography program at a college or university level or an equivalent combination of work experience and study

Nice to Haves:

- Photography or videography shooting and editing skills
- Understanding of the Aboriginal Arts Community
- Knowledge of SEOs

Email your cover letter and resume to: managingdirector@indigenoustheatre.com

No telephone calls please.

Applicants must be registered with Miziwe Biik Aboriginal Employment and Training

Deadline: June 19 at 5:00 pm

The Centre for Indigenous Theatre wishes to acknowledge that this position has been made possible through funding provided by Miziwe Biik and Service Canada.



**Service
Canada**