

JOB DESCRIPTION

Marketing, Outreach and Administrative Associate

Duration of Contract: 48 Weeks Start Date: July 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:

This is very much a learning position, so if you're ready to take the stage in an exciting creative communications position, this might be a good fit for you!

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

You would be working with the Marketing Manager, on a plethora of projects including; 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 and Hootsuite. And posting content to the CIT website (i.e. Videos & Blog Posts).
- Share promotional materials about the CIT program and recruit community participants to expand our reach.
- Monitor email and social platform analytics, then reporting learnings.
- Support the team in creating, building and executing a marketing plan for the end of year school show and public workshops.
- Assist with the creative marketing and communications product development.

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. Having previously used of Asana, Basecamp, Monday or other Project and/or Task Management platforms is also handy.
- Punctual, responsible and detail-oriented.
- Knowledge of contemporary use of social media.
- Some experience with Wordpress and/or web development.
- Understanding of Indigenous practices and knowledge base.
- Ability and desire to work with Indigenous youth in a culturally sensitive manner.
- Proficiency with Microsoft Office Suite.
- Ideally you're a 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. And you have some experience in using Adobe Creative Suite applications, like Photoshop and Illustrator.

Nice to Haves:

- Familiarity with videography, photography and editing techniques is a great bonus. Experience with DSLR's, video cameras and sound gear is a plus.
- Understanding of the Aboriginal Arts and Performing Arts Communities.
- Some knowledge of SEOs, Data Analytics and audience metrics are a big plus.

Email your cover letter and resume to: marketing@indigenoustheatre.com No telephone calls please.

Applicants must be registered with Miziwe Biik Aboriginal Employment and Training

Deadline: July 31 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.



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