

EMPLOYMENT OPPORTUNITY COMMUNICATIONS MANAGER

Young People's Theatre (YPT), now in its 59th season, is co-led by Artistic Director Herbie Barnes and Executive Director Camilla Holland. As Canada's largest and oldest professional theatre for young audiences, the company produces and presents a full season of theatre and arts education programming, serving approximately 150,000 patrons annually. With the purchase and renovation of YPT 161 Studios across the street from its historic theatre in 2021, YPT has expanded its footprint, increased its accessibility, refreshed its lobbies, and upgraded the theatrical equipment capabilities of its 433-seat Ada Slaight Stage and 115-seat Studio. United in vision, the two facilities anchor the corner of Front and Frederick streets in downtown Toronto creating Canada's largest theatre complex for young people. With its broad-ranging educational programs and exceptional professional productions, the company has an annual operating budget of approximately \$5 million.

The family-friendly employee culture at YPT encourages ingenuity, teamwork, and an atmosphere of learning. In fact, learning is at the center of everything we do.

About the Role

YPT is currently searching for candidates to fill the full-time position of Communications Manager. Reporting to the Director of Marketing and Communications, this position oversees the communications portfolio toward awareness building, audience development and engagement, and revenue optimization. The position commences March 3, 2025.

Administrative staff currently follow a hybrid model of on-site and remote work.

Key Responsibilities (include, but are not limited to):

- Assist the Director of Marketing and Communications in the strategic development and execution of annual institutional and programmatic communications campaigns.
- Supervise the Digital Content Creator in the strategic planning and execution of digital content to amplify and drive growth across all YPT communication platforms.
- Develop and implement media relations strategies toward growing awareness of YPT and its programs. You are the primary storyteller of the organization, building and nurturing relationships with local, regional and national media and creators.
- Create digital/print communications including press releases, brochures, promotional e-mails and house programs.
- Oversee website content management, email marketing, and social media strategy.
- Provide cross-departmental support in the planning and execution of communications campaigns including copy development and editing.
- Liaise with external vendors including but not limited to creative agency and IT consultant.

- Provide reporting, key metrics, and analysis of communication initiatives.
- Attendance and support at opening nights and special events.
- Actively participate and work strategically as a member of the Marketing team.

Required Qualifications and Skills:

- 3-5 years experience in communications including developing and delivering communications and media relations campaigns, preferably in an arts and/or entertainment setting.
- Degree or diploma in communications, journalism, public relations or equivalent.
- You are a creative, proficient storyteller and wordsmith with a keen eye for editing and aesthetics.
- You are able to craft a clear and consistent brand voice.
- You have exceptional interpersonal skills and an ability to communicate with media, partners and patrons with professionalism.
- Strong knowledge and experience of content creation platforms, website content management, and e-mail marketing tools.
- Due to the nature of the performing arts environment some occasional work will occur outside of regular office hours including some evenings and weekends.

Compensation & Benefits

- Annual salary range: \$50,000 - \$60,000
- Extended health benefits
- Matching RRSP (3%)

Accessibility & Inclusion

Young People's Theatre is an equal-opportunity employer. We strongly support and value diversity and fostering an equitable and inclusive work environment which includes accommodation.

Applications from all qualified candidates are welcome, individuals from equity-deserving groups are encouraged to apply. If you require accommodation at any stage of the recruitment and selection process, contact: search@youngpeoplestheatre.org.

Application Process

In accordance with YPT's policy, as a condition of employment, the successful candidate will be required to pass a satisfactory Police Vulnerable Sector Screening Check. Please note that proof of Vaccination is required for this position.



HERBIE BARNES
Artistic Director

CAMILLA HOLLAND
Executive Director

How to Apply

Interested candidates can apply by emailing their resume and cover letter in one file with subject line "Communications Manager" to:

search@youngpeopletheatre.org

Submit applications by: February 7, 2025.

YPT thanks all applicants but will only contact those selected for an interview.