



**Position:** Senior Communications Manager  
**Location:** Calgary, AB  
**Corporate Website:** [theatrecalgary.com](http://theatrecalgary.com)  
**Reports to:** Vice President, Audience Development

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### **The Organization:**

Theatre Calgary's vision is to stand amongst the best theatres globally as a leader in innovative, impactful and diverse programming. We strive to reflect the communities we live in with ambitious programming, passionate community engagement, and extraordinary productions. As a result, we are one of the most recognizable arts and culture institutions in Calgary. For over 50 years, we have focused our energy on providing our community with quality, classic and contemporary productions, featuring the best talent on our mainstage. Today, we are Calgary's largest professional theatre company and a proud supporter of local emerging artists with bold aspirations for the future.

### **The Ask**

Theatre Calgary is seeking an experienced, enthusiastic, resourceful team player who thrives in an energetic, hands-on, creative environment to be its *Senior Manager of Communications*. With the goal of building upon our owned and earned media channel strategy, this role will support the internal and external communications plans of Theatre Calgary.

### **The Position Summary:**

Reporting to the Vice President of Audience Development and as a senior member of a small communications and marketing team, the Senior Manager of Communications is charged with leading the strategy and development of engaging, diverse content for a wide array of channels including social media, website, email and print. Working closely with Director of Media and Public Relations and one direct report, the Digital Communications Manager, the Senior Manager will be responsible for leading the internal, collaborative, communications effort in supporting Theatre Calgary's performances and events. They will support the ongoing development of editorial content calendars with unique storytelling, videos and photography. They will also provide general communications support to other departments, ensuring consistency with organizational priorities and goals. The ideal candidate is extremely comfortable working in a creative environment and has a depth of experience with writing for a variety of channels, communications planning and prioritization, and the editorial process.

### **Responsibilities:**

- Lead the development of the high level content strategy and internal communications strategy for Theatre Calgary.
- Research and prepare channel-ready content on a daily basis - through writing, photography and videos - for Theatre Calgary's communications channels (social media, website, blog, email, print, Slack) and aligning with the editorial calendar.
- Author/gather content for play guides, study guides, blogs, stories and programs for each show/event.
- Participate in regular editorial planning meetings with the marketing/communications team to develop priorities for publishing.
- Develop and lead the influencer strategy by identifying and building relationships with local influencers who can help achieve the organization's communications objectives.
- Review and edit materials for consistency of style, format, readability and accessibility.
- Support Marketing, Partner Relations, Audience Services, Artistic, and Outreach teams in the development of content/key messages for a wide variety of channels.
- Manage one direct report.

### **Candidate Qualifications:**

The ideal candidate will be proactive, optimistic and have worked in a dynamic environment where they have experience delivering on multiple priorities and will hold the following qualifications:

- Minimum of 5 years of experience of working directly in Communications, Public Relations, Journalism or a related area (agency, client-side or as a beat reporter.)
- Post-secondary education in journalism, public relations, communications or marketing.
- Exceptional written and oral communications skills.
- You've written for various brands and audiences, and can develop content that speaks directly to a diverse range of people and demographics.
- Excellent editing ability and the adaptability to write confidently for various mediums.
- High attention to detail; excellent grammar skills; you won't miss a deadline.
- You're a creative storyteller and have the persistent curiosity of a journalist.
- Proficiency in video filming and photography.
- High familiarity with digital communications channels such as social media, website, and email.
- Your strong social skills make you a natural when it comes to collaboration. You draw on the strengths of your collaborations which will help you tell your stories with compelling visuals.
- Must have the ability to work independently with limited supervision in an open-office, team environment.
- Ability to maintain professional attitude and well-developed sense of discretion with respect for confidentiality.
- Proficient in Microsoft Office and/or Mac environments.
- Managing people either through direct or indirect reporting lines.
- Knowledge of the not-for-profit environment, and an appreciation of the performing arts, especially theatre.

#### **Candidate Attributes:**

- You are hard-working, reliable, and responsible communications practitioner.
- You are a proactive and dynamic professional who inspires confidence and credibility with a collaborative style.
- You love connecting with people from all walks of life, listening and sharing their stories.
- You are creative, consistent, and motivated to develop engaging content.
- You have strong communication and time management skills.
- Your peers would call you a confident, calm, and tactful professional with an ability to deal with a wide variety of people and with changing internal and external conditions.
- You are pragmatic and an effective problem-solver.
- You're confident in your abilities, yet understand there's always the opportunity for learning and improvement.
- You have a commitment to contribute to the Calgary theatre community.

#### **Compensation:**

Theatre Calgary offers a unique and exciting work environment, a robust total compensation package and the opportunity for advancement and employee training. Salary commensurate with experience.

#### **Commitment to Diversity:**

Theatre Calgary is a member of the Professional Association of Canadian Theatres and operates within the jurisdiction of the Canadian Theatre Agreement.

Theatre Calgary is committed to an equitable, diverse, and inclusive workforce. We recognize that a diverse staff enriches the environment and culture of our entire organization and our larger community. As such, we are committed to removing barriers that have been historically encountered by some people in our society.

We strive to recruit individuals who will further enhance our organization's diversity. We welcome applications from all qualified persons and encourage all those who may contribute to the further diversification of our ideas and perspectives to apply.

#### **How to Apply:**

Please submit your application by emailing your cover letter and résumé to: [vtharakan@theatrecalgary.com](mailto:vtharakan@theatrecalgary.com)