

# Marketing & Communications Manager



10-20 hours / monthly

October 1, 2021 - September 30, 2023

**BACKGROUND** ChatterBox Theatre Society has been dedicated to delivering a meaningful theatrical experience to young audiences through interaction and humour. We aim to teach children positive values and offer them support in all stages of their development. In addition, we strive to build a stronger community by encouraging public engagement and dialogue, while nurturing and promoting our local artists.

## **WHAT DO WE DO?**

ChatterBox Theatre provides positive and interactive theatrical experiences for children in the community. Our purpose is not only to create unique and enjoyable productions, but also teach children concepts of feelings and how they influence the world around them.

Apart from the education and entertainment of our unique plays, we also offer support for the local artistic community by creating development opportunities for young performers. We also help connect the public with emerging artists, offering space for exhibitions and periodic events.

## **WHY SHOULD YOU VOLUNTEER FOR THIS OPPORTUNITY?**

ChatterBox Theatre Society is a “grass roots” non-profit organization about to embark on a period of significant growth. We need your passion and expertise in shaping that for the future! Our volunteers are very committed and passionate, and help ensure successful outcomes of programs. Upon successful completion of the volunteer role or project, you can use us as a reference for your future roles. Volunteer hours may be used for maintaining your professional designation and/or program studies.

## **PURPOSE OF THE POSITION**

The Marketing & Communications Manager will partner collaboratively with the President & CEO and the Board of Directors to establish the annual marketing & communications strategy and budget to achieve annual marketing goals. This position will understand the audience the organization needs to communicate with, lead the creation of relevant and compelling messaging that people find valuable, and lead the delivery of messages to the audience through a variety of communication channels.

## **DUTIES AND RESPONSIBILITIES**

- Develop and implement the annual marketing & communications strategy to expand the audience base across both prospective and established donors, sponsors, agencies, volunteers, and community members that are aligned with the organization’s mission.
- Partner with the President & CEO and the Board of Directors to prepare the annual marketing & communications budgets for approval.
- Report on the performance and budget of marketing & communications activities.
- Partner with the Fundraising Manager to help drive donor memberships and recurring donations.
- Lead members of the marketing & communications team to brainstorm, develop and implement creative strategies to attract an audience, ensuring the ‘right content goes to the right people’.
- Engage the marketing & communications team to stay apprised of current market trends, in addition to sourcing information, statistics, and trends to aid in marketing efforts.
- Establish media partnerships to create awareness in the community about the organization and any special events through media releases, online community boards, and social media.
- Build and project manage plans for major marketing & communications campaigns.
- Drive the strategy to improve SEO and increase daily engagement on social media accounts.
- Manage volunteers for marketing & communications projects, with support from the Volunteer Coordinator.
- Ensure Marketing & Communications volunteers possess the appropriate skills and competencies to meet objectives, and partner with the Volunteer Coordinator to train them.

## **SKILLS AND KNOWLEDGE**

- Demonstrated leadership skills with leading and coaching teams to successful outcomes, with a strong preference for communications, social media, or other marketing experience.
- Strong verbal and written communication skills, coupled with strong editing and grammar skills.

- Ability and confidence in telling a compelling story about the organization that others believe in.
- Strong networking and communication skills to establish private and professional networks that recognize the benefits of investing in the organization and its mission.
- Comfortable with different communication channels and analytics, including social media.
- Self-starter, who is motivated by achieving goals for the organization.
- Strong work ethic and passionate commitment to advancing the mission of the organization.
- Ability to work independently while collaborating with other team members to achieve desired outcomes that support the mission of the organization.
- Friendly, professional demeanor and considered approachable by others.
- Strong organizational and process-driven skills, with an excellent follow-through.
- Strong project management skills with the ability to manage multiple projects concurrently.

#### **QUALIFICATIONS**

- 3-5 years demonstrated work or volunteer experience in developing marketing & communications strategies, preferably in a non-profit organization.
- Bachelor's degree or diploma in marketing, communications, journalism, or public relations.
- Bringing a network of potential collaborators would be considered an asset.
- Passionate interest in theatre and education of the fine arts in the Calgary community.
- Legally entitled to volunteer in Canada, with the ability to meet any volunteer screening requirements (e.g. criminal check, including a vulnerable sector verification).
- Class 5 driver's license an asset

#### **ADDITIONAL DETAILS & SKILLS REQUIRED**

We encourage interested and qualified candidates to apply to this volunteer position as the Marketing & Communications Manager. Please send a brief email explaining why this is an opportunity you are passionate about, as well as your resume and brief biography to [contact@chatterboxtheatresociety.com](mailto:contact@chatterboxtheatresociety.com). To learn more about ChatterBox Theatre Society, or to donate to our cause, please visit our website at [www.chatterboxtheatresociety.com](http://www.chatterboxtheatresociety.com).

#### **CERTIFICATION OR EDUCATION REQUIRED**

Bachelor's degree or diploma in marketing, communications, journalism, or public relations.