



Tour & Outreach Manager

The Tour & Outreach Manager reports to the General Manager, and frequently collaborates with other staff. They are responsible for

- Managing the non-production aspects of Carousel Players' tours
- Managing Carousel Players' community outreach, marketing, and communications to promote and build awareness of the company and its work

This is a full-time permanent position (40 hours/week). Responsibilities include

Marketing & Communications (30%)

- Manage Carousel Players' social media presence
- Create marketing materials for Carousel Players' tours and outreach activities
- Develop new audiences for Carousel Players' school and community tours
- Attend presenter conferences and other networking events to promote Carousel Players' work for out of region touring
- Build Carousel Players' email lists and produce Carousel Players' e-newsletters audiences, supporters, and educators
- Manage media relations for tours and community outreach events
- Produce reporting on marketing and communications engagement

Tour Management (35%)

- Attend all Educational Advisory Committee meetings
- Book performances into schools and other venues
 - Manage Carousel Players' relationships with administrators and educators
 - Book performance venues for Community Tours
 - Act as primary point of contact for bookings from schools, community groups, performing arts centres, presenter networks, and others
- Coordinate logistical details of tours
 - Schedule bookings within the rules of the Canadian Theatre Agreement
 - Prepare tour information for CAEA and stage managers
 - Arrange artist travel and accommodations for overnight touring
 - Distribute invoices, parent communications, and study guides to schools
 - Address presenter needs (e.g. promotional materials, access to artists)
 - Provide venue information to the Associate Production Managers
 - Arrange Playlinks program bookings with Education Coordinator
 - Organize front of house materials, staff and volunteers for performances
 - Collect show statistics and audience feedback for reporting

Carousel Players

366 St Paul Street
St Catharines, ON, L2R 3N2

Community Outreach (35%)

- Attend all Outreach Committee meetings
- Supervise the Community Youth Engagement Coordinator
- Coordinate Carousel Players' community outreach activities:
 - work with the Artistic Direct to develop outreach programming
 - book Carousel Players into community festivals and events
 - book venues for community outreach activities
 - recruit, train, and schedule volunteers for activities
 - produce post- activities reporting with patron feedback and statistics
- Work with staff on other special events