



Sales & Communications Manager

The Sales & Communications Manager reports to the General Manager, and frequently collaborates with other staff. They are responsible for managing:

- the promotion and sales of Carousel Players touring performances and Theatre School programs;
- Carousel Players' communications to promote and build awareness of the company and its work; and
- such other duties as required and mutually agreed upon.

This is a three-quarter-time, year-round permanent position (30 hours/week). There will be some evening and weekend work required.

Responsibilities include:

Sales (50%)

- Work with the General Manager to determine sales targets for touring productions and Theatre School programs
- Work with the Production Tour Manager to schedule performances and share all venue information with Production Managers
- Develop new markets for Carousel Players' touring productions and Theatre School Programs through promotional campaigns and maintaining relationships with presenter networks (e.g. Ontario Presents)
- Book paid and sponsored performances into schools and presentation venues
 - Act as primary point of contact for bookings from schools, community groups, performing arts centres, presenter networks, and others
 - Manage Carousel Players' relationships with administrators and educators
 - Address presenters' communications needs (e.g. promotional materials)
 - Collect show statistics and audience feedback for reporting
 - Distribute invoices
- Book and manage single ticket local community performances
 - Book performance venues
 - Create ticket products and manage online box office
 - Send complementary ticket invitations and manage comp lists
 - Organize front of house materials, staff and volunteers for performances
 - Collect show statistics and audience feedback for reporting
- Work with the Education Coordinator to
 - administer student registration for Theatre School programs
 - track Theatre School invoices and payments
 - produce monthly sales reports for the General Manager and bookkeeper
 - distribute parent communications and study guides to schools
 - arrange Playlinks program bookings

Carousel Players

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

Communications & Marketing (50%)

- Schedule, attend, and document all Education Advisory and Outreach Advisory Committee meetings
- Develop and implement an annual communications and marketing strategy for promoting productions, Theatre School, and the company as a whole
- Create and distribute communications and marketing materials for Carousel Players' productions and Theatre School programs, ensuring there are a consistent corporate brands developed and maintained
- Create and distribute communications and marketing materials for Carousel Players' special events (e.g. Caravan fundraiser events) and assist at special events as required
- Manage and grow Carousel Players' social media presence
- Manage and grow Carousel Players' email lists and produce Carousel Players' general and educator e-newsletters
- Manage media relations for productions and other events
- Arrange for the photographic and video documentation of all Carousel Players touring productions, Theatre School programs, and other events including necessary permissions
- Produce reporting on communications and media engagement