



Job Posting – Sales & Communications Manager

Carousel Players, Niagara's professional theatre for young audiences, is accepting applications for the position of Sales & Communications Manager. This is a three-quarter-time (30 hours per week), year-round, permanent position based in St Catharines with a start date of August 7, 2023.

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; managing Carousel Players' communications to promote and build awareness of the company and its work; and such other duties as required and mutually agreed upon.

KEY DUTIES INCLUDE

- Develop new markets for Carousel Players' touring productions and Theatre School Programs through promotional campaigns and maintaining relationships with networks
- Create and distribute communications and marketing materials for Carousel Players' productions, Theatre School programs, and special events, ensuring there are a consistent corporate brands developed and maintained
- Book paid and sponsored performances into schools and presentation venues; and promote and manage single ticket local community performances
- Manage Carousel Players' social media presence, general and educator e-newsletters, and media relations for productions and other events
- Work with the Education Coordinator to promote and administer student registration for Theatre School programs

A candidate for this position should demonstrate the following

- A love of theatre for young audiences
- Three or more years experience in sales and/or customer service
- One or more years experience in creating marketing and communications plans
- Experience in speaking with and emailing unfamiliar people to build new connections
- Experience in using MS Office Suite and Google Cloud systems
- Experience using major social media platforms (Facebook, Twitter, Instagram) for communications and promotions
- Spoken and written English proficiency sufficient to lead meetings; have conversations and email exchanges with schools, presenting venues, and community organizations; and ensure accuracy in the content of written and spoken messages.

Other qualities and skills that are not required but are considered an asset:

- Project and/or event management experience
- Knowledge of the Niagara Region's geography and communities
- Familiarity with Mailchimp, Wordpress, and/or graphic design software
- Access to reliable transportation
- Volunteer or employment experience in the performing arts

Carousel Players is committed to creating a supportive and flexible workspace. Staff work both in-office and virtually as best suits their tasks and responsibilities. Some evening and weekend work will be required in this position.

This position involves working around minors, so the selected candidate will be required to complete a police-issued Vulnerable Sector Check as a condition of employment. The cost of completing this check will be reimbursed by Carousel Players.

Salary: \$630 per week (\$21/hr). Other compensation includes 3% RRSP matching, extended health benefits, support for professional development, and paid vacation days.

Carousel Players is committed to non-discriminatory hiring practices to ensure equitable access to our creative spaces for artists, staff, volunteers, and audiences of diverse backgrounds and abilities. Persons who identify as IBPOC (Indigenous, Black, and Persons of Colour), 2SLGBTQ+, and/or disabled are encouraged to apply for this position. Please contact Carousel Players at info@carouselplayers.com or 905-682-8326 *23 about any accommodations you require to submit an application.

HOW TO APPLY

Please send both your resume and a cover letter to info@carouselplayers.com addressed to Artistic Director Monica Dufault explaining your interest in the role.

Applications must be received by 11:59pm EST on June 21, 2023 to be considered. Interviews will be conducted in person the week of July 3-7, 2023. We thank all those who apply, but only candidates selected for an interview will be contacted.

If you have any questions about this position, posting, or Carousel Players, please email Kate Leathers, General Manager, at info@carouselplayers.com.