

THE SCHOOL

of Toronto Dance Theatre

JOB OPPORTUNITY

Communications & Engagement Manager

The School of Toronto Dance Theatre is one of Canada's leading dance training centres and offers training programs for professional and recreational dancers of all ages from its studio and office space in Toronto's Cabbagetown area. The School strives for artistic excellence in teaching, stays vitally aware of ongoing developments in the art form of dance, provides stable administration and financial management, and maintains a strong and responsible Board of Directors. Through its dedication to excellence, the School has remained at the forefront of training in contemporary dance in Canada for over fifty years.

The School is in search of a Communications & Engagement Manager to join its team. The ideal candidate is a dynamic administrative and technologically proficient professional with a passion for the arts and education, and an understanding of the evolution of the arts in Canada and around the world. A minimum of three years' work experience is preferred within an arts and culture organization, arts training institution, educational institution or equivalent.

Working under the direction of the Managing Director, the successful candidate will be expected to build the School's reputation and brand, to engage meaningfully with our communities, and to attract new audiences and supporters for all the School's programs and activities.

Roles and Responsibilities

Communications and Marketing

- Develop the School's overarching communications and marketing strategy to drive awareness, and increase enrollment, sales and donations to the School.
- Oversee and manage the master communications calendar.
- Work in collaboration with other departments to realize program, project and activity-based communications and marketing strategies to meet specific goals and targets of these programs, projects and activities.
- Execute ongoing communications and marketing activities related to all programs including, but not limited to, writing text, basic graphic design and creation and coordination, and implementing and executing print and on-line promotional materials.
- Manage the implementation and ongoing production of newsletters, internal/external publications, and other internal/external branded materials.
- Manage and execute all digital communications including, but not limited to, website, social networking profiles, email, and publicity print files.
- Administer the School's info@ email account, forwarding queries as appropriate.
- Lead and coordinate all photoshoot(s) and videography.
- Manage and execute media relations and promotions.
- Act as the Box Office Manager, and monitor and track box office revenue and sales.
- Coordinate the Front of House for all performances, including volunteer solicitation and training.

Engagement and Stakeholder Relations

- Contribute to the School's day-to-day operations as part of our administrative team, including shared reception duties and fielding inquiries both from students and the general public.
- Manage and execute the School's digital engagement through social channels, including Facebook, Twitter, and Instagram.
- Curate and develop creative and engaging digital and social media content to promote and instigate buzz/conversation about the School's various activities and philanthropic efforts.
- Work closely with current students through regular interaction and on projects.
- Responsible for alumni communications and engagement, including but not limited to, updating graduates on School events, performances, and coordinating alumni engagement and events.
- Work with School staff on all events and performances.

Administrative and Financial Management

- Build and manage the department's budget.
- Assist the Managing Director with general administrative and financial management support including, but not limited to, box office and merchandise reconciliation.
- Maintain and contribute to the upkeep of digital platforms and data systems.
- Collect and track statistics for reporting purposes.
- Hire and supervise interns and volunteers where appropriate.
- Where appropriate, provides support and or supervision to other staff members, student employees, and volunteers carrying out the School's programs and initiatives, including fundraising.
- Other duties as assigned.

Skills and Qualifications

- Excellent written and oral communications with the ability to speak to a range of audiences.
- Creative visual eye and interest in creating engaging digital content for different channels.
- Highly organized with the ability to manage projects effectively on schedule and budget.
- Strong computer skills: proficient in Microsoft Office, Adobe Creative Suite.
- Strong skills in digital platforms: Wordpress, and email marketing platforms (Vertical Response).
- Strong personal social media presence and passion about all things social and the role of social media in a professional/educational setting.
- Strong skills in social media platforms: Facebook, Twitter, Instagram, LinkedIn, Hootsuite, etc.
- Experience with CRM databases.
- Experience with SEO/SEM, Google Adwords, Google Analytics, etc.
- Enthusiasm and flexible can-do attitude with a willingness to jump in where needed.
- Works independently while collaborating effectively with the larger team.
- Knowledge of contemporary dance practices is an asset, but not required.
- Graphic design skills are an asset, but not required.
- French language is an asset, but not required.

Particulars of the position:

The role is a full-time position, commensurate with experience and includes a full benefits package after a successful probation period. The standard work week is Monday to Friday, 9 a.m. to 5 p.m. with some evenings and weekends required.

Salary range: \$45,000 - \$52,000, plus benefits

Start Date: as soon as possible

If you have additional questions about the position or the School, please visit our website or email us at search@schooloftdt.org

How to Apply:

To be considered for the position, please send a cover letter and resume in one PDF document, by email to Michelle Yeung at search@schooloftdt.org by 5 p.m. on April 8, 2022. Please no phone calls.

Consideration of applications will begin immediately and will continue until the position is filled.

The School of Toronto Dance Theatre is committed to creating a welcoming, respectful and inclusive work environment. We welcome and encourage applications from all people regardless of race, gender identity or expression, religion, disability, or sexual orientation.

We are an equal opportunity employer and encourage all qualified individuals to apply, however Canadian citizens and permanent residents will be given priority.

We thank applicants for their interest, however, only those advancing in the process will be contacted.

The School is housed in a heritage-designated building in the heart of Cabbagetown, Toronto; the building is currently not wheelchair accessible.

The School of Toronto Dance Theatre
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Toronto, ON M4X 1B2