

## COMMUNICATIONS COORDINATOR

**Job Type:** Contract (with opportunity to extend)

**Duration:** 16 weeks (30 hours/week)

**Hourly Rate:** \$17.00/hour

**Start Date:** December 5, 2022

**Application Deadline:** November 25, 2022



Hamilton Festival Theatre Company (HFTco) is looking for a driven, creative, collaborative **Communications Coordinator** to join our team. The successful applicant will be responsible for taking the lead on developing and implementing our communications, social media, and PR strategy to increase our online presence and improve our community outreach and audience development efforts. The successful applicant will be the key leader of our public-facing campaigns for the organization's 2023 programming, including Frost Bites, Theatre P.D. Day, and Hamilton Fringe Festival and initiatives like the Safer Space Project, FringeXchange, and more.

### Key Areas of Responsibility

- Developing, scheduling, implementing and managing our social media, PR, and communications strategies for the programming and initiatives (in collaboration with core HFTco team members).
- Defining, analyzing, and adjusting strategies based on the most important Key Performance Indicators.
- Generating, managing, and overseeing social media content.
- Keeping up-to-date with the latest social media best practices and technologies.
- Working with our team to ensure copy, content, and design is informative and engaging.
- Monitoring SEO and user engagement and suggesting content optimization.
- Communicating with regional professionals and influencers via social media to create a strong network.
- Measuring the success of social media campaign outcomes.
- Providing thoughtful feedback using the SWOT (Successes/Weaknesses/Opportunities/Threats) method at project completion to help the organization learn and grow from.
- Assist in creating final reports for events and initiatives for grants, sponsors, and other stakeholders.
- Organize bi-weekly newsletters, writing copy and compiling information from project leads.
- Creating/overseeing creation of a publicity campaign timeline for all media: including but not limited to print, digital, radio/TV, and social media.
- Work with the Executive Director and relevant program leader (Festival Director, Frost Bites Director, additional annual or one-time events as required) in devising publicity campaigns/story angles in which to pitch to the media.
- Develop and disseminate public relations materials (press releases and other public notices) that increase our visibility among stakeholders.
- Build and maintain relationships with journalists, bloggers, investors and customer audiences that will help advance our work.

- Coordinate media interviews for artists in collaboration with the Executive Director and relevant program leader (Festival Director, Frost Bites Director, additional annual or one-time events as required).
- Coordinate Media invites and pass dissemination for relevant festivals and events.
- Execute or delegate archiving and reporting of media coverage.
- Oversee or delegate photo and videography archiving and database management.

### **Professional Qualities and Skills**

- An excellent grasp of using social media for purposes of brand awareness and impressions.
- A working knowledge of Facebook, Twitter, Instagram, TikTok, and other social media best practices.
- Experience with graphic design and graphic design software (Canva, Photoshop, Pixelmator).
- Some understanding of SEO and web traffic metrics.
- Experience with audience and buyer persona research.
- A good understanding of tracking and analyzing social media Key Performance Indicators.
- Excellent multitasking skills.
- Critical thinking and problem-solving skills.
- Collaborative worker and a team player.
- Good time-management skills.
- A highly-developed set of interpersonal and communication skills (written and oral).
- Some familiarity with WordPress-based web design and publishing.

**To apply:** Please send a cover letter and resume by November 25, 2023 to [heather@hftco.ca](mailto:heather@hftco.ca) with 'Communications Coordinator' in the subject line. Please submit files in a single PDF file, using the following naming format: your first name\_your last name.pdf. Only email submissions will be accepted. While we thank all applicants, only those chosen for an interview will be contacted.

### **Applicants MUST meet ALL of the eligibility criteria for the Young Canada Works program as a Student OR Graduate:**

- You are a Canadian citizen or a permanent resident, or have refugee status in Canada (non-Canadians holding temporary work visas or awaiting permanent status are not eligible);
- You are legally entitled to work in Canada;
- You are between 16 and 30 years of age at the start of employment;
- You are willing to commit to the full duration of the work assignment; and
- You will not have another full-time job (over 30 hours a week) while employed with the program.

### **Students currently enrolled must also:**

- have registered as a full-time student in the semester preceding the YCW job (as defined by their educational institution); and
- intend to return to full-time studies in the semester immediately following the YCW job.

### **Graduates from a post-secondary institution must also:**

- be a college or university graduate;
- be unemployed or underemployed; and

- not be receiving Employment Insurance (EI) benefits while employed with the program.