

COMMUNICATIONS COORDINATOR

Job Type: Contract

Duration: 11 weeks

Hourly Rate: \$18.20/hour

Total Hours: 280

Anticipated Start Date: May 11, 2026



Hamilton Festival Theatre Company (HFTco) is looking for a community-minded, creative, and collaborative Communications Coordinator to join our team. Supported and supervised by the Communications Manager, the successful applicant will be responsible for taking a lead role in developing and implementing our communications, digital, social media, and marketing strategies related to Hamilton Fringe Festival 2026.

Key Areas of Responsibility

- Developing and creating brand-aligned content for our social media channels (Instagram, TikTok, Facebook, LinkedIn, and YouTube)
- Managing, moderating, and overseeing social media channels.
- Keeping up-to-date with the latest social media best practices and technologies.
- Supporting the Communications Manager in planning and executing communications strategies in alignment with our 3-Yr Marketing & Growth Plan.
- Defining, analyzing, and adjusting strategies based on the most important Key Performance Indicators.
- Measuring the success of social media campaign outcomes.
- Working with our team to ensure copy, content, and design is informative and engaging.
- Communicating with regional professionals and influencers through social media to create a strong network.
- Assist in creating final reports for events and initiatives for grants, sponsors, and other stakeholders.
- Help to organize regular newsletters, writing copy and compiling information from project leads; disseminating newsletters to segmented audiences.
- Assisting in the tracking of our marketing campaign timeline for all media: including but not limited to print, digital, radio/TV, and social media.
- Work with staff and Festival Publicist in devising publicity campaigns/story angles in which to pitch to the media.
- Support Communications Manager in managing event photography and videography teams, including schedules, shot lists, and organizing on-site check-in/facilitation.

Professional Qualities and Skills:

- Experience and/or interest in community-building through the arts.
- A collaborative, team-based approach to working and creating.
- An excellent grasp of using social media for purposes of brand awareness and impressions.
- Comfortable with on-camera engagement alone and with others.
- Skills in audio/video creation including shooting and editing.
- A working knowledge of Facebook, Instagram, TikTok, YouTube, and other social media best practices.
- Experience with graphic design and graphic design software (Canva, Photoshop).

- Experience with web design (WordPress/Elementor) is an asset.
- Some understanding of SEO and web traffic metrics.
- A good understanding of tracking and analyzing social media Key Performance Indicators.
- Excellent oral and written communication skills.
- Critical thinking, problem-solving, and strong time-management skills.
- Ability to accommodate a schedule that will sometimes require work on evenings and weekends.
- Working knowledge of the Occupational Health and Safety Act.
- Valid driver's license and access to a vehicle is an asset.
- Valid first aid certification is an asset.

PLEASE NOTE that contract start date, total hours, and term duration may change subject to confirmation of program funding. Any changes will be communicated to successful applicants prior to hiring.

To apply: Please send a resume via email by May 1, 2026 to info@HFTco.ca with 'Communications Coordinator' in the subject line and in the body of the email, let us know in a few sentences why this job caught your attention. Please attach your resume as a PDF using the following naming format: your first name_your last name_job title.pdf. Only email submissions will be accepted. While we thank all applicants, only those chosen for an interview will be contacted.

About HFTco & Hamilton Fringe:

Hamilton Festival Theatre Company (HFTco) strives to make theatre accessible to both audience members and theatre makers and is committed to fostering both the development of professional artists and an appreciation of the arts in the region. HFTco public arts programming includes the flagship 12-day unjuried Hamilton Fringe Festival, the community-embedded winter festival Frost Bites, and year-round Artist Development programs and public workshops.

Hamilton Fringe Festival is the Hamilton, Ontario's biggest, boldest 12-day performing arts festival, running July 15-26, 2026, activating indoor and outdoor locations across the city. Welcoming 50+ performance companies from the local, national, and international arts community, presenting more than 400 performances, the annual summer festival draws 17,000+ attendees and engages 150+ volunteers each year.

