



Job Posting:

Position: Marketing/Communications Coordinator

Deadline to Apply: May 6, 2024

Sleeping Giants Theatre is looking for a friendly, organized and self motivated team player to assist us with our growing organization this summer. The Marketing/Communications coordinator will be a key player in our efforts to grow our programs, bring in new students and expand our reach as an organization into the greater community.

Qualifications and Experience:

- Understanding and love of the theatre arts and/or working with children and parents.
- Post secondary education preferred.
- Experience with graphic design, website design, and all social platforms is an asset
- Understanding of Meta Ads and Google Ads Platforms is an asset.
- Must have access to a laptop and a cellphone.

Skills and Competencies:

- Strong communication skills, both written and verbal.
- Creative both visually and with ideas for marketing campaigns.
- Friendly, and able to make connections easily with new people.
- Comfortable with cold calls, pitching, selling and in person marketing.
- Must be comfortable communicating with parents and potential customers on the phone, over text message, over email, and sometimes over video calls.
- Must be self-motivated and able to take initiative and work independently and as part of a team.

Responsibilities and Duties:

- Managing the Sleeping Giants Theatre social media accounts, creating compelling content and conversing with prospective customers through the social media accounts.
- Taking pictures and videos during classes and rehearsals for marketing purposes, and editing those for social media or our website.
- Consistently posting reels, posts, and stories on all social media platforms.



- Reaching out to media outlets in the community to try to get our programs and shows featured.
- Drafting press releases and newsletters.
- Creating advertisement campaigns, and assisting with planning of when to run those campaigns.
- Designing posters and flyers for our programs and shows.
- Reaching out to local businesses to secure sponsorships or partnerships for our programs and shows.
- Updating and maintaining our website.
- Planning and executing the launch for our fall semester.

Schedule and Availability:

- This is a full time position at 35 hours/week for 8 weeks, with the potential to continue on after the 8 weeks in a part time capacity.
- Must be available to work 5 days a week, however, specific days and hours can be flexible.
- This position will allow for a blend of remote and on-site work, to be discussed with the employer

Compensation:

- \$20/hour

About Us:

Sleeping Giants Theatre is a new theatre school in Cochrane for kids and adults, providing quality acting and musical theatre training to our community. We run approximately 10 classes a semester for ages 5 and up, including a couple of adult classes. We also collaborate with local businesses to bring unique theatrical experiences to the town of Cochrane, such as dinner theatre, cabarets, and improv shows. Our mission is to bring quality theatre experiences and education to our community in order to inspire a love and appreciation for the theatre arts, and help kids on their journey to becoming confident, creative, and wonderful human beings.

This summer, we are running a number of exciting drama and musical theatre camps for kids. We are also preparing for a big fall season full of new drama classes and productions. We are looking for a team of theatre arts enthusiasts to help us connect to our community, bring in more students, and ensure that everyone has an incredible experience when they interact with our organization.



We believe in fostering an environment rooted in the following core values:

Student Growth: We are dedicated to the growth and development of our students, both as artists and individuals.

Collaboration: We value teamwork, open communication, and collaborative problem-solving to create a supportive environment for all staff, students and parents.

Excellence: We strive for excellence in all aspects of our organization, from teaching and performances to customer service and operations.

Lifelong Learning: We embrace a culture of continuous learning and personal growth for ourselves and our students.

Application Instructions:

To apply, please submit a cover letter, resume, and 2 references to info@sleepinggiantstheatre.com by May 3rd. If you have a portfolio or example of any graphic design, or social media work, please attach that to your application as well.

Interviews will be taking place in person May 6th and 7th, if selected. Please indicate your availability on these days in your application (Zoom meetings can be arranged if needed). If you are not available either of those days, please still apply and we will do our best to find a time that works. There may also be a skills assessment or demonstration required, to be completed after the interview.

We will strive to send out a job offer to the successful candidate on May 9th, with an anticipated start date of May 13th. A later start date may also be arranged.

We value every applicant's time and commitment throughout the hiring process. Regardless of the outcome, we strive to provide timely communication to all applicants.

At Sleeping Giants Theatre, we believe strongly in accessibility and are committed to providing support and accommodations for the diverse needs of our employees and teachers. We seek to create a team that is representative of our diverse community and are committed to taking steps to combat systemic marginalization and lack of opportunities for many members of our community. We strongly encourage anyone to apply for our positions regardless of their level of education or experience as we are committed to providing equal opportunity and training to everyone who is interested in being a part of our team and helping us on our mission to bring more quality theatre education and experiences to our town.



This position is made possible thanks to the generous contribution of the Government of Canada through the Canada Summer Jobs Program. For this reason, please ensure you meet the following requirements before submitting your application:

- (a) you are between 15 and 30 years of age (inclusive) at the start of employment;
- (b) you are a Canadian Citizen, permanent resident, or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act [S.C. 2001, c. 27]*; and
- (c) you are legally entitled to work according to the relevant provincial / territorial legislation and regulations.

Thank you for considering joining the Sleeping Giants team. We look forward to reviewing your application and exploring the potential of having you contribute to our organization's success!