



## **Job Offer**

### **Communications and Public Outreach**

Working under the Executive and Artistic Director, the incumbent is responsible for implementing the communications plan based on the strategic plan, developing greater visibility, and increasing attendance and membership at Theatre Lac-Brome (TLB).

#### **Communication and marketing (75%)**

- Coordinate and produce communications and marketing tools (posters, signage, performance programs, newsletters, website, advertising, annual report, etc.)
- Manage social media networks, develop publication calendars, and enhance community engagement;
- Plan the newsletter publication: content, frequency, etc.;
- Develop tactics to increase subscriptions
- Coordinate the production of communication tools with freelancers and suppliers (graphic design, layout, printing, web maintenance, copy editing, correction and translation)
- Coordinate box office operations and ticket sales
- Maintain relationships with local and national media to expand media coverage;
- Implement a relational marketing strategy through email automation before and after shows
- Coordinate purchases in paid media;
- Collaborate in the development of the communication plan and marketing strategies.

#### **Public Outreach(20%)**

- Organize audience development initiatives aimed at increasing and diversifying attendance
- Organize cultural mediation activities designed to enhance the artistic experience for audience members
- Develop an active involvement in the region's community and cultural life

### Administrative support (5%)

- Ensure the administrative and financial management of projects under the jobholder's responsibility
- Provide occasional administrative support to management and the board of directors

### Experience and required skills

- Formal education or equivalent experience in communication, arts management or a related field
- Bilingual
- Excellent writing skills in at least one of the two official languages
- Knowledge of professional social media management tools
- Curiosity, creativity, initiative, ability to work independently, empathy, organizational skills and diligence

### Employment conditions

- \$23 to \$28 an hour
- 30 to 35 hours per week
- Permanent position
- Required in person at TLB from Tuesday to Friday each week
- Presence frequently required for performances in the evenings or on weekends
- Annual salary adjustment
- Ten days of personal leave
- Time off in exchange for overtime
- Professional development opportunities
- Good work–life balance
- Eco-friendly and inclusive work environment
- Three weeks' vacation after one year
- Available to start as soon as possible

## About Theatre Lac-Brome

Theatre Lac-Brome (TLB) is a non-profit organization and major multidisciplinary performance venue in the Brome-Missisquoi region, whose mission is to promote the performing arts by offering diversified, ambitious and enriching programming for audiences of all ages. Every year, TLB presents some 100 performances and events attended by more than 11,000 audience members.

In addition to live performances, TLB presents exhibitions, has a cine-club and hosts the Festival littéraire de Lac-Brome. The Theatre collaborates with local schools offering young students unique access to the arts. TLB is home to the Knowlton Film Festival and the Knowlton Players, a local amateur theatre troupe. TLB facilities are also available for rental.

TLB acknowledges and promotes the region's rich anglophone and francophone cultural heritage. It further recognizes the continuing relationship of Indigenous peoples with the land and their respect for connections with the past, present and future. TLB invites women, Indigenous peoples, individuals identifying as diverse, members of the LGBTQ+ community and anyone impacted by issues of equity to apply for this position.

TLB supports inclusion and diversity in its hiring practices. During recruitment, the selection process can be adapted to meet the needs of applicants who make such a request.

Interested candidates should send a cover letter and résumé in French or English, no later than April 5, 2024, by email, to Pierre-David Rodrigue, General and Artistic Director, at [pierre-david.rodrigue@tlbrome.com](mailto:pierre-david.rodrigue@tlbrome.com).