

Digital Content Coordinator

The Royal Manitoba Theatre Centre exists to celebrate the widest spectrum of theatre art. Deeply rooted in the province of Manitoba, which gave it life and provides for its growth, Royal MTC aspires to both reflect and engage the community it serves. Canada's oldest regional theatre, each season Royal MTC produces ten plays at two venues as well as the Winnipeg Fringe Theatre Festival, Pimootayowin: A Festival of New Work, and an annual regional tour. RoyalMTC.ca

Royal MTC is seeking a creative, curious and highly skilled **Digital Content Coordinator** with a strong eye for visual storytelling and a passion for creating engaging digital content. This role is central to how audiences experience Royal MTC online: before, during and after they walk through our doors.

Reporting to the Director of Marketing & Communications, the Digital Content Coordinator develops and implements digital content strategies that grow audiences, support ticket sales and deepen engagement across platforms. With a strong awareness of digital trends, the successful candidate will create and manage content across social media through photography, videography, animation and written storytelling..

This position supports all core Royal MTC activities, including productions at the Mainstage and Warehouse, the Regional Tour, the Winnipeg Fringe Theatre Festival, Pimootayowin: A Festival of New Work, and a variety of other artistic, education & accessibility programming & offerings.

DUTIES AND RESPONSIBILITES

Digital Media & Content Creation

- Plan, create, publish and evaluate engaging social media content (organic and paid) across platforms
- Capture, edit and produce high-quality photography and video for marketing, publicity and storytelling purposes
- Attend rehearsals, performances, events, and community activities to capture content as required
- Support paid digital advertising campaigns across multiple platforms, working with external agencies as needed
- Monitor social media channels, responding to comments and inquiries in alignment with organizational voice and values
- Collaborate with departments across the organization to identify content opportunities
- Track, analyze and report on social media and digital performance metrics
- Stay current with digital trends, tools and best practices and apply them strategically
- Source, contract and manage photographers and videographers when required

Writing & Editorial Support

- Write clear, compelling and on-brand social media copy
- Provide writing, editing and proofreading support across marketing and communications materials as needed

QUALIFICATIONS

- Strong photography and videography skills are essential; formal education or training in these areas is an asset
- Strong working knowledge of social media platforms and content best practices
- Experience with animation, motion graphics, or digital illustration is an asset
- Demonstrated experience & proven success in a similar or related role
- Experience with tools such as Adobe Creative Suite, Canva, content management systems, email platforms and social media management tools
- Familiarity with digital advertising platforms and analytics tools (e.g., Google Analytics, Google Ads, Meta Business Manager)
- Excellent written and verbal communication skills
- Highly organized, deadline-driven and able to manage multiple priorities
- Creative, adaptable and solutions-oriented
- Willingness and ability to occasionally work evenings and/or weekends
- A collaborative team player with confidence, initiative and a willingness to support colleagues as needed
- Knowledge, experience and passion for theatre, the arts or not-for-profit sector is an asset

POSITION DETAILS

This full-time, ongoing position reports to the Director of Marketing & Communications and works closely with the entire Marketing department as well as with key stakeholders across the organization.

The work environment is in-person at Royal MTC's administrative offices in downtown Winnipeg.

Typical work hours are Monday to Friday, 9am to 5pm, with some evening and weekend work required in support of production activities & departmental priorities.

A clear Police Information Check is required upon hire. Applicants must be legally entitled to work in Canada.

SALARY & BENEFITS

Royal MTC offers a collaborative and fast-paced working environment, complimentary and discounted tickets, and a comprehensive benefits package including an employer paid health benefits plan and a pension matching program.

The salary range for this position is \$40,000 - \$55,000 (based on a 35-hour work week) commensurate with qualifications and experience.

HOW TO APPLY

Interested candidates are asked to submit their resume and cover letter to the attention of Jocelyn Unrau, Director of Marketing & Communications, with the subject heading "Digital Content Coordinator" to hr@royalmtc.ca by Wednesday, February 27, 2026. Applications will be reviewed as received.

Have you worked with us before?

If you have previously been employed by, contracted with, or volunteered at Royal MTC, please let us know in your application. We love welcoming people back, and this helps our HR team make sure records are accurate and everything is set up properly.



As demonstrated by our **Equity, Diversity, Inclusion, and Anti-Racism Commitment to Action**, Royal MTC is on a deliberate and strategic path to creating an inclusive environment for all employees and to becoming an anti-racist organization. We desire to attract a workforce that reflects and shares these values. Recognizing the historic underrepresentation of Indigenous, Black, and People of Colour (IBPOC) in leadership positions, we will prioritize qualified individuals who self-identify as IBPOC.

Royal MTC is committed to accommodating applicants with disabilities throughout the hiring process and will work with all applicants requesting accommodation at any stage. If you require accommodations or have any questions about this role, please email hr@royalmtc.ca.

We thank all candidates for their interest; however, only candidates selected for further consideration will be contacted.