



## Director of Marketing & Communications

Winnipeg, Manitoba

On behalf of our client, Royal Manitoba Theatre Centre (Royal MTC), we are looking for a Director of Marketing & Communications to join their team. Reporting to the Executive Director and Artistic Director and working closely with the Development, Patron Services and Artistic departments, you will be responsible for managing all aspects of the theatre's marketing and communications functions. You will collaborate with leadership and act as a trusted advisor on both the administration and strategic direction of all marketing activities. The primary responsibility of the Director of Marketing & Communications is managing the earned income portfolio (~ 5 million) and enhancing patron engagement while fostering new and established audiences. The Marketing & Communications team supports 10 annual productions, the Regional Tour, the annual Winnipeg Fringe Theatre Festival, and Royal MTC's education and audience enrichment activities.

### About Royal Manitoba Theatre Centre:

Royal Manitoba Theatre Centre is a premier theatre organization dedicated to excellence in theatre production and community engagement. 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, Royal MTC produces 10 plays at two venues, the Winnipeg Fringe Theatre Festival, with extensive engagement, outreach and educational activities, and an annual Regional Tour each season. [RoyalMTC.ca](http://RoyalMTC.ca)

### Benefits:

- Competitive Compensation & Benefits package.
- Inclusive and welcoming work environment.
- Opportunities for professional growth and development.
- Complimentary & Discounted tickets.

### How to Apply:

Please apply online at <https://jobs.peoplefirsthr.com/#/jobs> or by emailing your resume in confidence to Kelsie Fridfinnson at [kfridfinnson@peoplefirsthr.com](mailto:kfridfinnson@peoplefirsthr.com). For further information about this career opportunity, please feel free to contact Janelle Robin at (204) 938-4043.

***We thank all applicants for their interest; however, only those selected will be contacted for an interview.***

### As the Director of Marketing & Communications, you will:

- Oversee all marketing and communications functions, guiding the team and setting strategic goals, priorities, and plans to achieve the organization's substantial attendance and earned revenue goals.
- Lead the marketing team, fostering a collaborative work environment and ensuring staff are cross trained for mutual support.
- Provide strategic management for all marketing functions, including all sales campaigns, ticketing, pricing and timelines, and lead and manage subscription campaigns.
- Perform - analysis and reporting for strategic business decisions.
- Manage and report on marketing budgets, revenue goals, and financial performance.
- Plan and execute annual marketing and audience engagement plans.
- Lead organizational brand development.
- Direct and prioritize marketing policies, procedures, and internal controls ensuring accuracy and adherence to best practices.
- Manage relationships with external agencies and stakeholders.
- Ensure compliance with relevant regulations and guidelines.
- Lead survey and research initiatives.

### You and Your Experience:

- 5+ years of experience in a senior marketing leadership role within the performing arts or related fields.
- Experience with subscription or membership sales models. Previous experience in live event marketing and ticketing-based environments would be considered an asset.
- Proven track record of creating and implementing marketing strategies that drive sales and audience engagement, including digital strategies and community engagement.
- Ability to craft compelling marketing materials and communication plans with a focus on persuasive writing.
- Ability to develop and execute performance-specific promotions.
- Ability to work effectively and efficiently in an incredibly fast-paced and dynamic environment.
- Ability to build trusted relationships across multiple management levels and with staff.
- Genuine passion for the performing arts, specifically theatre.

### Salary Range: \$80,000 - \$95,000

*Royal MTC is committed to creating an inclusive, anti-racist environment for all employees, and aims to attract a workforce that reflects and shares these values. Royal MTC encourages qualified applicants who self-identify as Indigenous, Black, and people of colour (IBPOC) and are dedicated to accommodating applicants with disabilities throughout the hiring process.*

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