



Contract Position:

Bringing Digital Marketing to National-Reach Streaming and Local-Reach In-Person Theatre for Young Audiences at Theatre Prospero.

The position is part of a federally funded project to:

Increase access to our original Canadian, in person, virtual and hybrid touring theatre performances, created and/or performed with/by members of Equity-Deserving Communities, for national school and other audiences. To more equitably distribute truly interactive performances to remote participants, where the performers may respond to the audience based on real-time audience response.

At the end of that Project we will have a proven, cost-effective digital outreach/marketing strategy for increasing our national virtual audiences above our current record of 8,000 per production, especially concerning Indigenous and geographically isolated student audiences.

The successful candidate will be responsible for the following

Come to Understand, Appreciate Strengths and Weaknesses of:

Current and historical Theatre Prospero marketing practice. Understanding platforms and interactions used by transient and long-term workers with clients, their strengths and weaknesses in terms of efficiency, effectiveness, and ease of use.

Using Those Understandings, Research, Create and help put in practice a System (or dovetailed systems) that will:

get our program information to past, present, and prospective clients more efficiently to a significantly higher number of clients using digital marketing that will complement our direct marketing efforts.

In essence, we are looking for someone who can expand our school audiences more efficiently than we could do by simply adding more direct marketers. And we are looking for someone who can leave us with a means to do that effectively ourselves, in the next cycle.

The work for this temporary, part-time contract position can start as soon as the successful candidate is able. We are currently direct-marketing our live-streamed interactive show, *Enchanted Antlers* for schools the 2023 Holiday Season. This contract, part-time temporary position will support that. The bulk of the work will occur before the show opens on December 10, 2023, but there will be some follow-up work in 2024, as it will also support our marketing for subsequent programs, including Artist in Residence Programs for schools.

Budgeted Compensation: \$3,500

There will be a \$4000 advertising budget to work with.

The position reports to Theatre Prospero's Associate Producer Amanda Samuelson and Artistic Director Mark Henderson.

Interested Candidates should submit a cover letter and resumé to info@theatreprospero.ca.