



Theatre Prospero Association
9210 118 Ave. Edmonton, Alberta T5G 0N2
780-761-2773 | www.theatreprospero.ca

Job Title: Outreach and Marketing Coordinator

Application Deadline: July 25, 2025

Targeted Start Date: August 1, 2025

Term: Permanent Part-Time Employment

Compensation: \$20-\$24 per hour, for 15-20 hours average per week

Theatre Prospero is in search of a dedicated and creative individual to join our team as our part-time Outreach and Marketing Coordinator. The successful candidate will act as point person for marketing Theatre Prospero's school offerings, including our in-person and virtual touring shows, workshops, and Artist in Residence offerings. This hybrid role includes on-site work at our Alberta Avenue office, occasional travel to schools and teachers' conventions, and remote tasks. Work hours vary seasonally, ranging from 20-25+ hours/week during peak periods (late August–mid-November and February–April) to approximately 10 hours/week during slower months. Total compensation for the position will be at a rate commensurate with experience and education of the selected candidate.

For over 20 years, Theatre Prospero has celebrated the myths and stories at the roots of Edmonton's many cultures through our productions, bringing artists and audiences together to share these stories that reflect our diverse society. The venues where they meet include theatres in Edmonton, our home venue on Alberta Avenue, found spaces, classrooms, parks, and school gyms across Alberta, and virtually across Canada. We are committed to ensuring that our staff, crew, and artistic teams reflect the diversity we see on our stages. We strongly encourage submissions from people of all backgrounds who can enrich our tradition of connecting people through art.

Outreach and Marketing Coordinator Job Description:

The Outreach and Marketing Coordinator reports to the Artistic Director of Theatre Prospero, and works in conjunction with the Director of Production to market and organize school programming. They are responsible for coordinating the marketing and outreach elements of Theatre Prospero's season and will work with a wide variety of stakeholders. Duties include:

- Conduct and organize outreach and provide administrative support for school shows, artist workshops, and artists in residence programs
- Organize and represent Theatre Prospero at in-person teachers' conventions each February
- Plan and oversee Theatre for Young Audiences tours & in-person and virtual performances, in conjunction with the Artistic Director, production, and outreach staff



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- Liaise with teacher contacts, over the phone and via email, to promote shows, facilitate the booking process, make sure they see the performances, and ensure there is follow-up to ensure payments have been made and schools had a positive experience
- Create marketing and website materials, designed in conjunction with the Artistic Director and marketing personnel
- Keep the website up to date and/or communicate with a website designer what changes need to be made to the website
- Manage and generate content for company social media accounts, including videos
- Provide input and/or execute hiring/contracting and orientation of specialized marketing and outreach personnel
- Monitor and manage public facing company email accounts
- Assist with the development and execution of theatrical productions, events, and broadcasts in conjunction with the Director of Production
- Develop and monitor relevant sections of budgets in conjunction with the Director of Production
- Give input on production and touring schedules with Production Management
- Assist with Federal, Provincial, Municipal, and Community Foundation grant applications, especially for the AFA Artists and Education grants with schools

Outreach and Marketing Coordinator Qualifications:

We're seeking a self-driven candidate with a passion for developing Theatre for Young Audiences (TYA) programming that celebrates stories at the roots of Edmonton's many cultures. Post-secondary education and proven marketing/communications experience are required. Good writing and numerical skills, good communication skills, an audience focused attitude, out of the box thinking, and a strong willingness to learn are all a must. Experience working with the education sector is a valuable asset. Familiarity with Wix, Canva, Airtable, graphic design, and video production are pluses. A passion for the arts and a cultural curiosity are essential.

Please send your resume and a brief cover letter to info@theatreprospero.ca with the subject line "Outreach and Marketing Coordinator." **We are accepting applications until July 25, 2025, or until the position is filled.** Interviews will be scheduled as applications are received.