



# Trinity Theatre | Marketing Manager | Full-time

<b>Position #:</b>	EFT003	<b>Revision Date:</b>	Sept 30 , 2022
<b>Start Date</b>	November 1st, 2022	<b>Salary</b>	\$20.00- \$25.00/ H
<b>End Date</b>	March 31st, 2023		
<b>Position Title:</b>	Marketing Manager		
<b>Department/Division:</b>	Marketing and Communications		
<b>Location:</b>	<b>Hybrid Position</b> <ul style="list-style-type: none"><li>• 215 Inkerman St, Paisley, ON N0G 2N0 OR</li><li>• 295 Springdale Blvd, Toronto ON M4C 2A1</li><li>• Other identified locations within GTA and/or Grey and Bruce Counties</li></ul>		
<b>Summary:</b>	<p>Trinity Theatre is looking for a skilled, passionate, and motivated person to develop and manage the marketing campaign of our programs and organization.</p> <p>We are seeking candidates interested in developing their communications and marketing skills, leadership skills, self-development, project management, collaboration, and social entrepreneurship skills. They must also be passionate about participating in youth-focused, community-based work.</p> <p>The Marketing Manager will work with Trinity's Executive team to manage and execute all of Trinity's Marketing and Communications needs. They will assist in the integration of programs and projects in communities and schools.</p>		



<b>Duration:</b>	October 1, 2022 - March 31st, 2023  Full-Time: @ 30-35 hours a week.
<b>About Trinity Theatre</b>	
<p>Trinity Theatre is dedicated to designing and delivering progressive self-development programs which enable the connection between youth and their communities. Our vision is to make every Canadian skilled in learning, leading and serving in their communities.</p> <p>Our innovative community-based training and peer mentorship programs provide opportunities for youth to grow on a personal level. They do this by building relationships, learning new skills, and creating a lasting impact on their lives and communities.</p> <p>Our youth employees assist in creating outreach strategies developed to engage youth - particularly those who are underrepresented, disadvantaged, or disengaged. Key organizational activities and programs youth employees are involved in include:</p> <ul style="list-style-type: none"><li>● <b>Youth Councils</b> intended to provide youth a voice in their communities while also providing them with the organizational support to make sustainable change within their community;</li><li>● <b>'Service Engagement in Community'</b> workshops and walking tours designed to inspire and encourage youth to participate in meaningful volunteer service;</li><li>● <b>'Volunteer Service Mindset'</b> projects and initiatives that tackle issues identified by youth and provide them with entrepreneurial skills and experience needed to succeed in the future. There is an emphasis on developing intergenerational and accessible projects.</li><li>● <b>'Collective Impact Hub'</b> forums and events held with community stakeholders giving youth the opportunity to promote youth councils' work, as well as develop networks and intergenerational support</li><li>● <b>Mixed Media Micro Journalism</b> creating content detailing youth experience in the community and showcasing the meaningful work being executed. Content creation will be supported by research and developed alongside a communications team, including but not limited to videos, reports, and podcasts.</li></ul>	
<b>Responsibilities:</b>	



The primary function of the Marketing Manager is to lead and execute marketing activities across the organization in close collaboration with the executive team. The role will involve working on brand marketing, including creating engaging content, developing marketing collateral, online/in-person event marketing and management support, partnership management and more. Their work may include:

- **Strategy** – Work with the executive team to develop and execute annual/quarterly marketing plans to support the overarching strategic growth plan for Trinity Theatre.
- **Campaign Planning** – Generate, and lead the development and execution of marketing campaigns across channels such as: Website, Email, Partnerships, Conferences, Events, and Social Media.
- **Content** - Create and manage a content calendar to give visibility to cross-functional teams. Create visual content for any events, social media, or website needs.
- **Branding** - Standardize and maintain the visual and verbal messaging for Trinity Theatre's brand, programs, and services.
- **Outreach** - Develop and execute outreach activities aimed at strengthening relationships and partnerships in Grey/ Bruce County, Toronto & the GTA.
- **Writing** - Execute copywriting for design and print marketing material. Support in grant writing & other identified writing tasks as needed.
- **Budget** - Develop and maintain a marketing budget.
- **KPIs** - Track performance metrics for all initiatives and use insights to measure and optimize impact.
- **Reporting** - Prepare and submit quarterly and annual reports highlighting marketing successes and KPIs to be delivered to funders and grantors.
- **Management** - Manage communications specialists and their project development.

#### **Qualifications, Requirements & Boundaries:**

- Cross-cultural awareness and understanding.
- An entrepreneurial mindset and the desire to thrive in a grassroots non-profit environment.
- 2-4 years working or volunteering in a marketing/public relations environment.
- An in-progress or completed degree or diploma in marketing, communications, public relations, media studies or other related fields or demonstrated work experience.
- Proven ability to generate leads and measure marketing KPIs.
- A strategic thinker with the ability to turn ideas into marketing campaigns.
- Strong written and verbal skills.
- The ability to work in a fast-paced and deadline-driven environment.
- A demonstrable passion for learning new technologies and systems.



- Exhibit familiarity with Adobe Creative Cloud, MailChimp, Later, and other marketing tools.
- Photography and/or videography skills

Preferred Requirements:

- A familiarity with non-profit organizations

**Training & Supervision:**

- Orientation sessions led by Trinity's Co-Executive Directors
- Monitoring and ongoing support of all activities provided by Trinity's executive team

**Risk Assessment**

Medium Risk Level

**Hiring Policy / Statement on Equity and Diversity**

Trinity Theatre understands that achieving our purpose necessitates a diverse workforce. Our objective is to attract and develop youth from various backgrounds allowing us to benefit from their diverse experiences and perspectives.

We are committed to ensuring that members of traditionally marginalized groups from a range of communities feel empowered to apply for positions within the organization. We suggest applicants introduce themselves, their stories, and lived experiences in their cover letter to their level of comfort.

**Staff Contact**

Sandra Crockard (she/her) | Co-Executive Director | [sandra@trinitytheatre.ca](mailto:sandra@trinitytheatre.ca)

**Application Process**



Interested and qualified youth are invited to submit their resume, cover letter, and portfolio, to the following email: [sandra@trinitytheatre.ca](mailto:sandra@trinitytheatre.ca). In your cover letter, please let us know why you want to work at Trinity and outline how your experiences will position you for success in this role.

We thank all candidates for their interest. Only those who are chosen for an interview will be notified.