

Job Title:	Community Engagement Associate Job Description
Title of Lead Collaborator:	Artistic Director
<p>Summary/Purpose of Position: The Community Engagement Associate supports BTT’s operations, public relations, and communications needs for productions and events by developing and applying appropriate marketing, community outreach, funding development and administration processes. This is a contract position for 20 hours/month, under the leadership of the AD and the GM, supporting productions and events in collaboration with BTT staff, plus personal artistic development.</p>	
<p>REPRESENTATIVE TASKS (including but not limited to:)</p>	
<ol style="list-style-type: none"> 1. Planning marketing strategies in collaboration with BTT staff, leading the delivery of those strategies, including the incorporation of social media and traditional media outlets, expansion of current media reach through unexplored promotional means, and maintenance of the Burnt Thicket Theatre website. 2. Drafting correspondence and communications materials for marketing, fundraising, and community engagement; maintaining the info@burnthicket.com email, responding to public inquiries and/or forwarding/cc’ing emails in a timely manner when enquiries require another staff member. 3. Active care and maintenance of social media profiles for BTT including promotion of our programming and other important relevant events in our community, in close collaboration with the Marketing Associate (who will design most visual and video media); engaging with the public online and in the community. 4. Receives and processes a broad range of documents (e.g. forms, reports, spreadsheets) according to established procedures, and improves organizational processes in consultation with the GM. 5. Coordinating details of corporate sponsorships, program ad sales, and ad swaps with other theatres. 6. Developing and maintaining an archival photo and video database for each project, including external media coverage both on a physical hard drive and on a digital cloud; sharing archival photos, press photos/articles, etc, with artists involved in each project, under terms and conditions set by BTT. 7. Commits to evolving tasks requested by the AD or GM, when time permits beyond contracted duties. 	

<p>Community Engagement Associate Information</p>	
<p>This position requires someone with proven written and verbal communication skills, strong interpersonal competence with a commitment to collaboration, and the ability to connect with people to advocate for BTT. A high level of organization and time-management skills, flexibility and self-motivation is critical, with critical-thinking and problem-solving skills to develop and improve processes. The associate will have IT skills, previous experience in marketing and social media, with some Wordpress and CRM familiarity. Passion for theatre that meaningfully explores the spiritual aspects of human experience, resonance with BTT’s mission, vision, values and mandate, and knowledge of the multi-disciplinary performing arts sector are preferred.</p>	
<p>ACCOUNTABILITIES</p>	
<p>Outcomes/Results</p> <ul style="list-style-type: none"> ● Administrative enquiries, media, public relations and patrons have an effective first point of contact; ● Social media channels are active, checked daily, and enquiries have prompt responses from BTT; ● Good relationships developed/stewarded with a wider horizon of communities, including Indigenous and other minority groups, newcomers, faith communities, community-based and activism organizations; ● Increased presence/engagement on social media platforms and in the community beyond performances; 	

- Increasing audience, donor, and sponsor numbers from successful marketing and fundraising strategies;
- Assigned projects, public relations and marketing plans are successfully managed;
- Contact databases and website are up to date and effective, with efficient administrative processes.

Standards to Follow

- Timely, organized and professional, while cultivating a hospitable and collaborative presence;
- Confidential treatment of all information and materials; collaboration as required to complete tasks;
- Sets priorities for own work and meets deadlines; prompt communication w/ staff, especially important concerns to lead collaborator(s); active participation as a supportive member of the Burnt Thicket team.
- Complies with all relevant legislation, regulations, policies and procedures, including BTT’s [Respectful Workplace Policy](#) and [Formal Harassment Complaint Form](#), the CAEA/PACT [Not In Our Space](#) respectful workplace program; and the [Canadian Code of Conduct for the Performing Arts](#);

EDUCATION & EXPERIENCE

A minimum of two years of post-secondary education is preferred, and/or a minimum 2 years of relevant experience. Previous experience in marketing is required, preferably in theatre or creative industries. Proficiency in software applications such as Google Docs, Word, Excel, Canva and Wordpress are essential. Relevant education, preferably at a degree level, is preferred. Equivalent combinations of education and experience may be considered. Training and mentorship by AD and others will be provided as needed, including access to online webinars. A valid SK driver’s license and a sense of humour are definite assets.

JOB SCOPE & RESPONSIBILITIES

Plans personal workflows to complete a range of assignments and self-generated projects. Undertakes a combination of routine and special duties. Communicates with others to exchange information and to connect and collaborate in positive ways. Listens well, receiving information/training. Deals with problems specific to the job, applying or adapting guidelines to solve them. While some tasks are repetitive and ongoing, there are cycles of low and peak periods in season schedules. During production periods, high volume, time sensitive workload can be expected and the associate must be able to work under pressure to rigid timelines.

WORKING CONDITIONS

The associate will provide their own office space and equipment, where most duties can be completed. Participation in weekly BTT staff meetings is required, in person or online. Occasional meetings in the community with suppliers, donors, and volunteers will be expected. During production schedules, the associate may be required to be present at the production facility or other venues.

TERMS & CONDITIONS

20 hours per month contract through June 30, 2025, with potential for renewal for the following year.

Hourly rate: \$21.50/hr; paid by e-transfer; contracted as a self-employed contractor; the associate will submit monthly invoices for actual time spent, up to 20 hours per month (including up to 1.5 hours per month of personal artistic development or self-directed creative work).

There will be a three month probation period for the successful candidate. Full terms and conditions will be discussed with applicants invited to interview, and confirmed with the successful candidate in their contract.