

FESTIVAL

Job Title:	TD Marketing Associate
Organization:	Toronto Fringe
Reports to:	Communications Manager
Direct Reports:	n/a
Department:	Toronto Fringe Festival
Term:	Seasonal employment contract, 22 weeks
Hours:	Our team generally works weekdays between 9:30-5:30pm. This position is part of the administrative team, and the hours are scheduled to align with the workflow of the Communications Manager and communications department. The contract begins with a part-time schedule, then increases to full-time later in the spring to meet the needs of prepping for, loading in, and running the festival in July.
Location:	Our office is located in downtown Toronto, at 100 Broadview Avenue. The organization operates using a hybrid work model, with staff working both remotely and in-office. This position is required to work primarily in-office and will be required to work on-site during the festival dates of the Toronto Fringe Festival (July 2-13, 2025).
Salary:	\$12,000 CAD
Deadline to apply:	Monday, February 3, 2025, 9:00am ET
Interview Dates:	February 5-7, 2025
Start Date:	February 24, 2025
End Date:	July 25, 2025

ORGANIZATION DESCRIPTION

Toronto Fringe is a grassroots, charitable organization that runs the [Toronto Fringe Festival](#) each July, the [Next Stage Theatre Festival](#), and various year-round programs that benefit youth, artists, and the theatre community at large. We are a creative matchmaker, connecting artists with audiences, and empowering everyone to unleash their inner artist. We create opportunities for both emerging and

FESTIVAL

established artists to produce their work with artistic freedom, while engaging members of the community by making productions as affordable and accessible as possible.

The Toronto Fringe is an organization that is inclusive and accessible, and all our programming reflects this principle. We ensure that we produce well-marketed, well-organized, and fiscally stable events through which artists may develop and produce new work. In our festivals, participants have a reasonable opportunity to earn back their investment and compensate themselves for their work. The Fringe also provides audiences with the opportunity to experience a wide variety of quality theatre at an affordable price. We are proud members of the Canadian Association of Fringe Festivals (CAFF) and World Fringe. [More information here.](#)

Organization Mission and Values:

The Toronto Fringe is a platform for everyone to access, discover, and experiment with the arts. By valuing creative experiences, we contribute to a healthy arts economy and, ultimately, a thriving society.

ACCESS - in every sense of the word

ACCOUNTABILITY - we work with integrity and respect

CREATIVITY - freedom of expression permeates everything we do

EXPLORATION - we let curiosity be our guide

SUPPORT - empowering you to take a chance

JOB DESCRIPTION

The Toronto Fringe, through the generous support of TD Bank's Ready Commitment program, is seeking an organized, positive, outgoing, and enthusiastic individual to fill the position of TD Marketing Associate. This position offers an advancing internship experience that develops skills in arts marketing and administration, community building, and public communications. It is ideal for emerging arts administrators who are still developing their careers and are interested in further mentorship and training in arts marketing and communications.

This position will assist in the execution of the Toronto Fringe's visibility and engagement campaigns via digital and community initiatives and projects. The successful candidate will be an integral part of the team by supporting the Communications Manager in executing the 2025 Toronto Fringe Festival. We are searching for a passionate and resourceful individual with a keen interest in working in the arts and in a festival environment. The ideal candidate has a willingness to learn, is comfortable taking on projects, and collaborates as a member of a team.

Our work can be ever-changing, collaborative, political, creative, and challenging...not to mention very fulfilling! We support the needs of our staff and work hard to be a flexible, healthy working environment.

FESTIVAL

Marketing Strategy

- Collaborate with Communications Manager on creating the narrative and focus of Fringe's social media presence in advance of and throughout the 2025 festival
- Create and implement promotion and outreach strategies for social media platforms in coordination with the Communications Manager (focus on Instagram/TikTok)
- Monitor, respond, and engage with posts, comments, stories, direct messages, and other communications from our community on all social media platforms on behalf of the Fringe
- Research and implement ways to connect with new target demographics online, including working with content creators/influencers
- Assist with social media asset creation as needed (graphics, videos for trending sounds, etc.)
- Manage a database of cross-promotional agreements and sponsorship fulfillment requests

Communications Department Administration

- Assist Communications Manager in proofing Fringe program guide and show website listings
- Assist Communications Manager with reaching ad sales targets, including sales outreach, invoicing, and tracking artwork and payments
- Assist with creating and executing a distribution plan for Fringe marketing materials, including posters, program guides, and other collateral
- Complete routine website and Eventotron (event management platform) updates as needed
- Coordinate the volunteer team of content collectors for the festival
- Other admin tasks as needed

Community & Youth Outreach

- Expand relationships within target communities, with the consultation and support of the Development Manager and Communications Manager
- Help coordinate special packages and group ticket bookings to festival
- Update and contact outreach database to raise awareness about Fringe and festival programming
- Coordinate festival outreach event opportunities, including staffing the events (possible hours on evenings and weekends), liaising with festival artists, and managing all set-up logistics

WORKING AT FRINGE

Toronto Fringe works in a hybrid model that adopts a flexible approach to balancing work and home demands of its full-time team members.

Toronto Fringe is dedicated to building an organization that reflects the communities we serve, as well as actively working on dismantling systems of oppression and centering care in our work. We actively encourage and prioritize applications from equity-deserving groups. Equity-deserving groups can include those who identify as Indigenous, Black, People of Colour, Trans, Nonbinary, Queer, Disabled and intersections of those identities.

FESTIVAL

This paid position runs 22 weeks (late February to late July). Exact weekly work hours and days will be negotiated with the successful candidate. The successful candidate can expect some required work on evenings and weekends in the lead up to the festival, and longer and later work hours during the festival set-up, running, and take-down dates (approximately June 23-July 16).

Candidates must be available for every day of the 2025 Toronto Fringe Festival (July 2-13, 2025) and for the festival post mortem meeting on July 18, 2025.

Requirements:

- Eligible to work in Canada
- Have 1+ years working experience in communications and/or outreach for an arts organization or independent arts work considered comparable
- Have a passion for the value of performing arts, and a strong desire to foster community outreach to youth and groups historically considered left out of "traditional" theatre
- Have overall knowledge of the Fringe Festival movement and philosophy of the Fringe, and its place in the performing arts community
- Have superior administrative and problem-solving skills
- Have strong sales skills and know-how to write a solid pitch for the Fringe
- Have strong computer skills and ideally knowledge of design programs (Adobe creative suite, Canva, etc.)
- Have an understanding of all social media platforms, and how to use those platforms for effective advertising and marketing
- Have excellent verbal and written communication skills

Nice to Haves:

- Comfortable with being the "face of the Fringe" and being featured on the Fringe's social media platforms (TikTok, Reels, Stories, etc.)
- Experience with filming and editing longer-form content for TikTok and Instagram Reels
- Contacts or connections with youth/arts organizations that primarily serve equity-deserving communities
- Experience supervising volunteers or large groups of young people
- Experience managing and tracking a large database of information
- An Ontario G2 or G license (or equivalent from a different province)
- Access to a vehicle

HOW TO APPLY

Please apply using this **online form** by **9:00am ET on February 3, 2025**:

<https://fringetoronto.wufoo.com/forms/2025-toronto-fringe-festival-staff-application/>

FESTIVAL

The link takes you to a form with the following questions:

1. Name (first and last)
2. Email address
3. Phone number
4. Street address, City, Province, Postal Code, Country
5. Pronouns (optional)
6. Self-Identification (optional)
7. How did you learn about this work opportunity with the Fringe?
8. What draws you to and excites you about working with the Toronto Fringe Festival? (answer in 1 to 2 paragraphs)
9. What skills and experience make you an excellent fit for this role? (answer in 1 to 2 paragraphs)
10. What do you hope to gain from this experience? (answer in 1 paragraph)
11. Is there anything else you would like us to know?
12. Upload a current resume/CV in PDF format, making sure to include your first and last name in the file title.

We include the optional opportunity for voluntary self-identification, for you to share with us any important identities you hold that shape your identity/experience in a way you would like known.

Alternatively, submit your answers to these questions from the online form in a single PDF by email to employment@fringetoronto.com (received by 9:00am ET on February 3, 2025) with the subject line: 2025 Marketing Associate Application.

The Toronto Fringe is committed to employment equity and diversity. Everyone is welcome to apply, and we encourage applicants from equity-seeking communities and intersecting identities. Toronto Fringe is committed to providing staff with a work environment free of discrimination and harassment, and to fostering an inclusive and supportive workplace.

Accommodations are available on request for candidates taking part in all aspects of the selection process. If you would like to apply but require additional time, or you need accommodations of any kind to apply for this position and/or would like to submit your materials in an alternative format, please contact the hiring committee at employment@fringetoronto.com before the application deadline of February 3, 2025

Final candidates will be asked for references. Only applicants chosen for an interview will be contacted, and everyone who interviews will be notified when an offer is made. All applications are considered confidential.

PROCESS AND KEY DATES

- January 15, 2025: Position posted
- February 3, 2025: deadline to apply, by 9:00am ET

FESTIVAL

- February 5-7, 2025: interview (in-person or via video call) with the Communications Manager and Development Manager
- Week of February 10: Reference checks and offer
- February 24, 2025: candidate begins
- July 25, 2025: last day of contract