

COMMUNICATIONS MANAGER JOB POSTING AND POSITION DESCRIPTION

Date Posted: December 22, 2021

Application Deadline: January 28, 2022

SUMMARY

Organization:	Toronto Fringe Festival
Title:	Communications Manager
Reports to:	Executive Director
Direct Reports:	Outreach Coordinator, Publicity Assistant
Department:	Marketing
Location:	Toronto, ON
Start Date:	Early-mid March, 2022 (negotiable)
Term:	Full Time
Salary:	\$44,500 - \$48,500 gross per annum

COVID-19 Policies and Protocols

All Toronto Fringe staff, volunteers, contractors and participants will be required to follow the organization's COVID policies and procedures, as approved by its Board of Directors, and amended as needed in response to the changing circumstances of the global pandemic. Key parts of these policies include:

- Work Location – following the recommendations of the City of Toronto and Province of Ontario, Toronto Fringe is operating in primarily remote-work conditions, with the eventual return to the office in Toronto. This position will be expected to work out of the office in Toronto as pandemic conditions allow.
- Vaccination policy - as a condition of employment, new employees will need to provide proof of being fully vaccinated for COVID-19 no later than two weeks prior to starting work, and maintain ongoing vaccination status as recommended by Public Health Canada.
- For any in-person meetings or events, protocols including social distancing and masking are in place.

ORGANIZATION DESCRIPTION

Toronto Fringe is a grassroots, charitable organization that runs valued independent performing arts festivals - the [Toronto Fringe Festival](#) each July, the [Next Stage Theatre Festival](#) each January – as well as various year-round programs that benefit youth, artists, and the theatre community at large. We are a creative match-maker, connecting artists with audiences, and empowering everyone to unleash their inner artist. We strive to create opportunities for both new and 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, our programming reflects these principles. 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.

Website: <https://fringetoronto.com/>

OUR 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

DESCRIPTION OF THE POSITION

The Communications Manager is a core, senior position that oversees the external communications of the organization, developing and stewarding Toronto Fringe's voice and brand, and managing all things marketing end-to-end.

The Communications Manager is responsible for coordinating and executing all aspects of marketing, communications, publicity, outreach and media relations for both yearly festivals and ongoing operational projects, as well as the oversight of Toronto Fringe's contracted Marketing Department team members. The Communications Manager monitors and actively strives to improve the public profile of the festivals and organization, and boost the visibility of the Fringe brand and Fringe Movement. The Communications Manager participates in strategic envisioning and planning as a part of the senior leadership of the organization, and contributes to actively creating a supportive, collaborative space for all to work within that upholds and fosters our values.

KEY ACCOUNTABILITIES

- Build annual marketing plan and festival and event outreach strategies
- Manage Fringe website content, layout and design, and supervise Web Developer
- Management of social media channels and engagement tracking
- Management of newsletter channels and cross-promotional agreements
- Maintenance of customer database and customer segmentation
- Work cross-functionally across all areas of the organization and with key contractors (including but not limited to: Fringe Publicist, Graphic Designer, Videography team, Photographers, Printing House, Social Media Consultant) to deliver high-quality, high-impact marketing support. Manage these relationships to ensure on-time and on-budget execution
- Design and implement marketing and advertising campaigns by assembling and analyzing data, preparing marketing and advertising strategies, plans, and objectives.
- Manage and execute marketing budgets for both festivals
- Lead copywriter for festival press releases, newsletters, website, social media, etc.
- Ensure that all communications materials reflect the diversity of Toronto and the artists/audiences Fringe serves
- Project manager and creative director of Fringe Program Guide and Next Stage brochure
- Execute all festival ad buys (print, digital, Google, social, in-kind and sponsor ad buys)

- Manage revenue generation through in-house ad sales (printed materials, website, activated festival sites)
- Execute all other festival marketing collateral, such as print programs and brochures, buttons, signage, postcards, vouchers, posters, etc.
- Manage key relationships with media sponsors and partners, as well as media accreditation, media ticket bookings and code of conduct

ADDITIONAL ACCOUNTABILITIES

- Ensure that all communications materials are AODA compliant and meet the highest standards of accessibility
- Actively contribute to making Fringe inclusive to equity-seeking groups, by using anti-racist and person-centred language, proper pronouns, and staying informed of evolving inclusive language practices
- Ensure Fringe branding and style guide principles are followed throughout the organization
- With Executive Director, responsible for executing fundraising campaigns
- Ensure that recognition commitments of key partners, funders and sponsors are met
- With Managing Director, responsible for internal communications with 1,200 yearly festival artists
- With Managing Director, responsible for development and maintenance of artist content management system Eventotron
- With Managing Director, execute festival applications processes and outreach for applicants
- With Projects & Operations Manager, responsible for box office system integration on Fringe website, and supervising Web Developer in its management

WORKING AT FRINGE

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

The salary range for this position is \$44,500 - \$48,500 gross per annum. In addition, Toronto Fringe offers full-time employees a healthcare spending plan. It includes 20 vacation days, including up to 2 shut down weeks that are scheduled following the close of the annual festivals, plus a winter office closure at the end of December.

Toronto Fringe's offices are located downtown Toronto in the Riverside neighbourhood at Queen Street E and Broadview Avenue. The building and office suite are accessible.

Toronto Fringe is a performing arts organizations which produces mid to large-scale live events. Work will be required at certain times of the year in the evenings and on weekends. Toronto Fringe serves participating artists, arts workers, patrons, and engages a diverse community of stakeholders and all team members are expected to embrace our values of access, accountability and support in this regard.

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 welcome and encourage applications from equity-deserving groups, prioritizing applications from trans and cis women, Two-Spirit, trans and non-binary folks. Equity-deserving groups can include those who identify as Indigenous, Black, People of Colour, Trans, Nonbinary, Queer, Disabled and intersections of those identities.

EXPERIENCE AND QUALIFICATIONS

- Eligible to work in Canada
- Fully vaccinated against COVID-19 in accordance with requirements of Government of Canada

- Have practical experience in marketing and arts communications management, or applicable transferable experience
- Ability and experience with public relations and communicating effectively and appropriately with external stakeholders
- Strong strategic perspective
- Detail-oriented
- Excellent writing and proofreading skills, able to communicate compellingly
- Experience with project management of large and complex tasks
- Exceptional time management skills and ability to create and follow detailed critical path with numerous and stacked deadlines, able to handle concurrent projects, with a strong track record of fulfilling commitments and meeting deadlines
- Experience managing a team of contractors through tight deadlines
- Strong people management skills, with ability to deal with a wide variety of stakeholders and situations
- Experience building a team of junior staff and guiding them through the high-stress festival journey
- Experience with Adobe Suite programs (InDesign, Photoshop, Acrobat) and Canva
- In-depth knowledge of social media and content distribution platforms (e.g. Facebook, Instagram, Twitter, Vimeo, Soundcloud, Issu, Google+)
- Working knowledge of communication and marketing platforms (e.g. Hootsuite, Google Analytics, Asana, Slack, Trello, Mail Chimp, Drupal (website))
- Experience with website development and content management

ADDITIONAL ATTRIBUTES

- Experience with creative direction and brand development
- Experience with video creation
- Programming and program development experience
- Intimate knowledge of the indie theatre community and worldwide Fringe Festival movement
- Experience producing theatre or performing arts would be considered a strong asset
- Experience working in a festival environment would be considered an asset
- Experience with crisis communication plan creation and execution would be considered an asset

HOW TO APPLY

Please submit an application using this portal: <https://fringetoronto.wufoo.com/forms/zmp3rjo0x0gjt3/>

Alternatively, submit the information on the application form (see below for outline of questions) in a single PDF by email to employment@fringetoronto.com

The deadline to apply is January 28, 2022, 11:59pm ET

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

1. Name
2. Email address
3. Phone number
4. Address
5. Pronouns (optional)
6. Self-Identification (optional)

7. What draws you to and excites you about working with the Toronto Fringe Festival? (answer in 1 to 2 paragraphs)
8. What skills and experience make you an excellent fit for this role? (answer in 1 to 2 paragraphs)
9. What do you think are Toronto Fringe's major strengths? and challenges? How would you utilize or overcome these? (answer in 1 to 2 paragraphs)
10. Is there anything else?
11. Upload a current CV in PDF format

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.

The Toronto Fringe is committed to employment equity and diversity. Everyone is welcome to apply. We encourage applicants from equity-seeking communities and intersecting identities to apply. Toronto Fringe is committed to providing staff with a work environment free of discrimination and harassment, and 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 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 January 28, 2022

Final candidates will be asked for references. All applications are considered confidential.

PROCESS AND KEY DATES

December 22, 2021: Position posted

January 28, 2022: deadline to apply, by 11:59pm ET

February 7-11, 2022: interview (in-person or via Zoom, restrictions permitting) with a senior leadership panel

February 14-25, 2022: submit writing samples (instructions will be distributed to qualified candidates)

February 21-25, 2022: second meeting with hiring panel consisting of senior leadership and a member of the board of directors (via Zoom video call), as well as reference check

Late February 2022: offer

March 2022: candidate begins