

Nightwood Theatre is hiring for the position of Head of Marketing & Engagement

About Nightwood Theatre

As Canada's preeminent feminist theatre, Nightwood cultivates, creates, and produces extraordinary theatre by women and gender-expansive artists, liberating futures, one room at a time.

Founded in 1979, Nightwood Theatre has created, produced and toured award-winning plays that have garnered Dora Mavor Moore, Chalmers, Trillium and Governor General's awards. Nightwood is committed to creating spaces that are trans inclusive and that recognize a multitude of intersectional identities, which include race, ability, sexual orientation, age, and gender identity among others. We encourage candidates of numerous intersectionalities to apply.

The Position

Nightwood Theatre is seeking a new Head of Marketing & Engagement. This role requires hybrid work, with some flexibility around hours, with occasional work on evenings and weekends to support and attend events as the position demands. This role reports to the Artistic Director and the Managing Director.

Anticipated Start Date: March 19, 2026

Is this the right role for you?

The ideal candidate is passionate about theatre and propelling women and gender-expansive artists. They are motivated to amplify Nightwood's many activities to the communities we serve. They are a detail oriented champion of the arts who is able to focus while managing multiple short and long term objectives concurrently. They possess strong collaboration and interpersonal skills and thrive in a dynamic environment.

Major Responsibilities

The Head of Marketing & Engagement shall reflect and uphold the mission and mandate of Nightwood Theatre in all activities related to their role.

Each year, Nightwood's season encompasses a variety of internal and public facing activities, including one to two Nightwood-led productions, one to two co-productions with partner organizations as the lead-producer, our annual Groundswell Festival of New Works, our annual Lawyer Show Fundraiser, as well as several in-house artistic development programs, fundraising initiatives and other general community, engagement and operating activities.

In this role the Head of Marketing & Engagement will:

- Envision and execute marketing, engagement and communication plans, including season launches. This entails launching Nightwood's upcoming season programming, including

leading the creation of Nightwood's season brochure, developing seasonal marketing, promotional and publicity plans (year-round branding and specific show promotion including online, ticket prices – single tickets and passes).

- Maintain and update Nightwood's website.
- Create digital assets for the animation of Nightwood's website and social media platforms, including but not limited to Facebook, Instagram, Threads, Twitter/X, Bluesky, LinkedIn or other platforms as they become popular.
- Monitor social media platforms and report on observations, statistics and trends.
- Develop strategies to maintain and grow audiences (targeted campaigns, community outreach, etc.).
- Create or oversee electronic newsletter communiqués, sent bi-weekly to a maximum of one per week.
- Devise and oversee audience engagement activities, including symposiums and panel discussions, with the support of other personnel.
- Initiate sales and outreach to high schools and other groups for Nightwood Theatre's upcoming productions.
- Secure media sponsorships and partnerships.
- Manage and track marketing budgets for expenditures and revenues.
- Manage vendor relationships, including graphic designer, printing/mailling houses, box office personnel, photographers, videographers, etc.
- Organize and produce marketing materials/collateral (season brochure, posters, postcards, print and online ads, show programs, etc.).
- Create and distribute press / share kits.
- Create and distribute media releases for season shows and auxiliary programming, as needed.
- Coordinate / assist with all interviews and PR events.
- Support publicist(s) in media invitation list for opening nights and track media RSVP's.
- Engage in other communication duties where reasonable.
- Collaborate on marketing and communications planning and execution for the Nancy & Ed Jackman Performance Centre venue.
- Support and contribute to Nightwood's Anti-Oppression/Anti-Racism (AOAR) work plan.
- Other duties as reasonably requested.

Skill Requirements

- 2-3 years experience in the field of marketing, or with a demonstrated experience & proven success in a related role.
- Knowledge, experience and enthusiasm for live theatre, familiarity with day-to-day operations of a theatre company, and a passion for storytelling and engaging audiences through compelling content and programming.
- Demonstrated creativity and proficiency in content creation and campaign management across various platforms. Including skills in:
 - Graphic design (e.g., Canva)
 - Basic HTML skills (e.g., Wordpress)
 - Content management systems (e.g., Google Suite, Buffer, Hootsuite)

- Email platforms (e.g., EMMA)
- Traditional and digital advertising methods (e.g., newspaper, radio, streaming sites, and social media platforms)
- Digital Analytics tools (e.g., Google Analytics, Google Ads, Meta Business Manager).
- Strong working knowledge of digital accessibility and content best practices.
- Excellent writing and verbal communication skills, along with strong editing skills and attention to detail.
- Highly organized, deadline-driven with demonstrated time management and project management skills.
- The successful candidate must be comfortable working in a small, collaborative team environment, a willingness to support colleagues as needed.
- Experience with animation, motion graphics, or digital illustration is an asset
- We make art that is socially engaged - Nightwood strongly values an understanding or lived experience of principles of equity and anti-oppression, and/or an interest in and openness to the process of learning.

Compensation Package

Salary: \$33,000 (CAD) at 24 hours per week

Heavier weeks are offset by a Time In Lieu Policy. Also included in the compensation package is two weeks vacation, plus one week paid office closure; Employer-paid medical and dental benefits included after a 3-month probationary period; Work laptop, alongside a monthly personal device stipend of \$48 (CAD) for the use of your cell phone/home internet.

How to Apply

Nightwood is dedicated to building an organization that reflects the community we serve and our mandate. We particularly encourage applications from equity-seeking groups, prioritizing applications from trans and cis women, Two-Spirit, non-binary folks and anyone who self-identifies as having experienced gender oppression. Equity-seeking groups also include those who identify as Indigenous, Black, Racialized/People of Colour, Queer, Disabled and intersections of those identities. Nightwood Theatre is committed to building a more diverse workplace and encourages all qualified applicants to apply.

Qualified applicants must submit one PDF document containing a letter of interest, CV and sample critical path or visual campaign demonstrating your experience. Please title your document in the format of “LAST NAME FIRST NAME” and submit to Naz Afsahi-LeBlanc at naz@nightwoodtheatre.net with the subject line: “**Head of Marketing & Engagement**”.

We will be accepting applications until March 11, 2026, at 11:59 pm ET, but the position will be filled when the right candidate is identified, which may be in advance of that date. We encourage you to submit your application early.

For any questions regarding this position, please contact Naz Afsahi-LeBlanc
naz@nightwoodtheatre.net

Applicants can leave a voice message to inquire about alternative methods of submission. Please contact Naz at: 416-944-1740 x 101.

We thank everyone who applies for their interest, but only candidates selected for an interview will be contacted.