



CALL FOR SUBMISSIONS

Marketing and Communications Lead

Geordie Theatre is currently seeking interested candidates to fill the position of Marketing and Communications Lead.

We are an award-winning professional theatre company that has presented live English-language productions for young audiences in Quebec and abroad since 1980. Currently led by Cree artist Jimmy Blais, Artistic Director, we are one of the first non-culturally specific theatre companies in Canada with Indigenous leadership. Our current goal is to grow our Indigenous programming and Indigenous relationships within our province and beyond. We offer a variety of cultural activities for youth and the adults in their lives, including performances, acting classes and workshops. We focus on providing educational components in all our programming, about topics that are relevant and important to young people.

Currently, we reach 41,000 young people and their communities annually through the following activities:

- 2Play Tour, travelling plays that visit hundreds of elementary and high schools across Eastern Canada.
- Mainstage series, which presents shows in local Montreal theatres for the general public and schools.
- Geordie Theatre School, which offers acting classes and workshops for children, teens and corporate team members.

For more information, please visit: www.geordie.ca

Philosophy of Inclusion

Diverse cultural and marginalized communities are considered an equal priority to encourage access to Geordie by all.

Summary of Position

Geordie Theatre is searching for a Marketing and Communications Lead to share our story and strengthen our connections with audiences, schools, and communities. Reporting to the Executive Director and working closely with the Artistic Director, the incumbent will develop and implement marketing and communications strategies that highlight Geordie's productions, Geordie Theatre School, and community initiatives.

We are looking for a team player with vision and drive, who can tell our story in new ways, and build the relationships that will carry Geordie into the future. This role combines hands-on

content creation with strategic planning, ensuring that Geordie's message reaches and excites young people, their families, and educators in ways that are engaging, inclusive and impactful. **You'll be the one making sure people don't just know what we do — they feel why it matters.**

What You'll Do

Develop and execute marketing and communications plans for productions, tours, and special events.

Create engaging content that tells Geordie's story in ways that engage parents, teachers, young people, and community partners across digital platforms, newsletters, press releases, and marketing materials.

Manage Geordie's website and social media presence to ensure timely and consistent updates.

Design bold, creative campaigns around our productions, Geordie Theatre School, and special events.

Build and maintain relationships with influencers, media, and collaborators who share our values and can help amplify our work.

Build partnerships and support audience development initiatives that reach diverse communities and deepen our impact.

Monitor analytics and provide recommendations for continuous improvement across digital, social and in person platforms.

Coordinate with external designers, photographers, and tech partners to ensure every deliverable—from posters to pixels—respects Geordie's brand and visual identity.

Who You Are

Ability to work independently, with vision, creativity, and drive, and to work collaboratively and help shape a small, dynamic and dedicated team.

Strong communicator, listener, and storyteller in English; with French proficiency as an asset.

Familiarity with digital marketing, content management systems, social media engagement and management tools.

3-5 years experience in marketing, communications, public relations or related field.

Excited about theatre and passionate about reaching young people and their communities.

Submissions

Please submit cover letter, resume, and 2 references, in one PDF file labelled with your first and last name.

Video or Audio and Resume

If you believe that a video or audio application would better represent your voice, we welcome this format instead of a cover letter. We ask that audio and video applications are kept under 3 mins; however, if this restricts your ability to apply, please know we will welcome the length of time that best suits your needs. Please label it with your first and last name. You can submit using MP3, WAV, WMA, MOV, MP4 files or send a private YouTube or Vimeo.

Submit to Kathryn Westoll, Executive Director, kathryn@geordie.ca by **Friday September 12, 2025, at 5:00 p.m. EST**. Feel free to include any additional pertinent information you wish us to know.

Hours: 25 hrs/week – hybrid position (3 days in office, 2 days at home)

Salary: \$31/hr

Start date: October 13, 2025

We thank all applicants for their interest but only those selected for an interview will be contacted.

Geordie Theatre is dedicated to promoting access, inclusivity, and equity in the theatre industry by actively working to eliminate inequality. We encourage applicants from BIPOC, LGBTQ+, and other historically underrepresented communities and welcome them to self-identify in any way that feels comfortable to them. We recognize that an individual's identity is a key aspect of their artistic and professional practice, and welcome applicants to share their pronouns and any other relevant information about how their identity informs their work.