CALL FOR SUBMISSIONS
Digital Marketing Coordinator (maternity leave replacement)

Geordie Theatre invites applications for the position of Digital Marketing Coordinator (maternity leave replacement). 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

The *Digital Marketing Coordinator* is responsible for planning, implementing, and optimizing Geordie's digital marketing activities to increase audience engagement, ticket sales, program registrations, and brand awareness. Working closely with and reporting to the Marketing & Communications Lead as well as the Executive and Artistic Directors, this role manages digital advertising campaigns, social media channels, website content, email marketing, and related digital assets.

Main responsibilities and abilities:

Digital Marketing & Advertising

- Develop and execute integrated digital marketing campaigns to support performances, events, programs, fundraising initiatives, and organizational priorities.
- Create, manage, and optimize Google Ads campaigns, specifically within a Google Ad Grant account.
- Build and maintain Responsive Search Ads (RSAs), keyword strategies, and conversion tracking (GA4).
- Plan, launch, monitor, and optimize paid advertising campaigns across Meta platforms (Facebook and Instagram).
- Track campaign performance and provide recommendations based on analytics and key performance indicators.

Website & Landing Pages

- Maintain and update the organization's website using **WordPress (Divi)**.
- Create and optimize landing pages for marketing campaigns, events, registrations, and ticket sales.
- Ensure website content is accurate, accessible, current, and aligned with brand standards.
- Support basic SEO best practices and website performance improvements.

Social Media Management

- Manage the organization's social media presence across all platforms: **Instagram, Facebook, TikTok, YouTube, LinkedIn**.
- Develop and schedule organic social media content that engages audiences and supports organizational goals using **Metricool**.
- Coordinate paid social media campaigns and promotional content.
- Monitor community engagement and support audience interaction as needed.
- Identify influencers and possible partnerships for social media campaigns.

Email Marketing

- Develop and distribute email marketing campaigns, newsletters, and promotional communications.
- Maintain mailing lists and audience segmentation.
- Monitor email performance metrics and apply insights to improve engagement and conversions.

Content Creation & Design

- Create basic marketing assets for digital campaigns using **Canva** and other approved design tools.
- Adapt campaign creative for social media, digital advertising, email marketing, and web platforms.
- Ensure visual and written content aligns with organizational branding and messaging.

Analytics & Reporting

- Monitor digital marketing performance across advertising, website, email, and social media channels.
- Prepare regular reports on campaign results, audience growth, engagement, and conversions.
- Identify opportunities to improve performance and return on investment.

Qualifications

- Experience in digital marketing, communications, audience development, or a related field.
- Experience managing Google Ads campaigns; experience with Google Ad Grants is an asset.
- Experience running Meta (Facebook and Instagram) advertising campaigns.
- Experience creating impactful social media content, static as well as video.
- Proficiency with WordPress, preferably using the Divi theme builder.
- Experience with email marketing platforms and newsletter management. Experience with Zeffy is an asset.
- Familiarity with analytics tools such as Google Analytics and Meta Business Suite.
- Basic graphic design skills and proficiency with Canva.
- Strong organizational skills and attention to detail.
- Excellent written and verbal communication skills in English are a must; verbal and written proficiency in French is a strong asset.
- Interest in the arts, culture, education, or non-profit sectors is an asset.

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 December 4, 2026, at 5:00 p.m. EST**. Please include any additional pertinent information you wish us to know.

Hours: 20 hrs/week – hybrid position (3 days in office, 2 days at home; possibility of working 4 days per week.) Occasional evening and weekend presence might be required.
Salary: $25/hr
Position: Part-time, fixed-term contract (maternity leave replacement) for 10 months
Start date: January 25, 2027

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.